Ross Reports

ON TELEVISION PROGRAMMING

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RESEARCH: Nicholas Gordon

VOL. 2 NO. 5 SUPPLEMENT B AUGUST 13-19, 1950

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

- Sun(13) ABC(Ch7) 6:30-7:30pm;HIGHLIGHT- <u>Tam O'Shanter Golf</u>; from WENR-TV Chicago to E&MW Nets; 18th hole of golf tournament from the Tam O'Shanter Country Club; with sportscasters Harry Wismer & Harry Nash; Sponsor - George S. May Co; Agency - M.M. Fisher.
 - NBC(Ch4) 2pm to conclusion; HIGHLIGHT Davis Cup Interzone Round; from WNBT to E&MW Nets; 2 single matches between Australia & Sweden from Westchester Country Club, Rye, N.Y.; with sportscasters Bill Stern & Vincent Richards; Sustaining; Supervisor-James Dolan NBC; Producer - Bill Garden NBC.
- Mon(14) NBC(Ch4) 6:50-6:55pm; DEBUT <u>Miss Reingold Elections</u>; on WNBT local; 3 week series with MC Jinx Falkenberg interviewing contestants for "Miss Reingold of 1951"; also on WNBT local 9-9:05pm Thursdays; Sponsor - Reingold Beer; Agency - Foote, Cone & Belding.
- Tue(15) NBC(Ch4) 9-9:30pm; DEBUT <u>Cincinnati At Sunset</u>; from WLW-T Cincinnat: to 41 sta E&MW Nets; 2 times only; musical variety show featuring singer Ann Ryan, baritone Gene Griffen & Joe Lugar & Orchestra; Sustaining.
- Sat(19) ABC(Ch7) 11:30-12noon; DEBUT Acrobat Ranch; from WENR-TV Chicago to 35 sta E&MW Nets & 10 kine; variety show for children with western setting & circus & variety acts; with MC Jack Stillwell; Sponsor - General Shoe Corp(39 weeks); Agency -Ruthrauff & Ryan; Director - Norm Heyne R&R.
 - ABC(Ch7) 7-7:30pm; RETURN <u>Buck Rogers</u>; from WJZ-TV to E&MW Nets; live dramatized series based on the stories of the interplanetary adventurer returns after summer hiatus; with Robert Pastene, Harry Kingston, Sanford Bickart & others; Sustaining; Packager - MCA; Producer - Babette Henry ABC; Director -Charles Dubin ABC; Writer - Gene Wyckoff.

- more -

	THIS ISSUE
This week	- Debuts, Highlights, Changes1
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DEBUTS, HIGHLIGHTS, CHANGES (Continued)

Sat(19) - ABC(Ch7) 11-11:30am; DEBUT - Animal Clinic; from WENR-TV Chicago to E&MW Nets; diagnosis & explanation of animal ailments with veterinarian Dr. Wesley A. Young, comic Don Driscoll & others Sustaining; Packager - Louis Cowan; Producer - Gail Compton Cowan; Debuted on WENR-TV local April 5, 1950.

LAST WEEK'S ARRIVALS

- CBS -- <u>Mama</u> returned from WCBS-TV to E&MW Nets; 8-8:30pm Fridays; family comedy series returned after summer hiatus; with Peggy Wood, Judson Laire, Rosemary Rice & others; Sponsor - Maxwell House Coffee; Agency - Benton & Bowles; Packager - Carol Irwin; Director - Ralph Nelson CBS.
- NBC <u>Bill Stern Show</u> debuted from WNBT to E&MW Nets; 8:30-9pm Sundays; Bill Stern interviews sport personalities; Sustaining; Producer - Bill Garden NBC; Director - Jack Dillon NBC.

FUTURES

- August 21 The Real McKay debuts on WCBS-TV local; 2:30-4pm Monday through Friday; variety-interview program with MC Jim McKay & others.
- August 25 <u>Davis Cup Playoffs</u> debuts from WNBT to E&MW Nets; 2 to approx 5:30pm; Aug 25,26,27; playoff for the Davis Cup between the U.S. team & the Interzone Round winner from Forest Hills; with commentators Bill Stern & Vincent Richards; Supervisor - James Dolan NBC; Producer - Bill Garden NBC; Director - Jack Mills NBC.
- Sept 2 <u>National Men's & Women's Singles</u> debuts from WNBT to E&MW Nets; 2pm to approx 5:30pm; Sept 2, 3, 4; championship matches from Forest Hills; Supervisor - James Dolan NBC; Producer - Bill Garden NBC.
- Sept 5 <u>Sure As Fate</u> returns from WCBS-TV to E&MW Nets; 8-9pm Tuesdays; mystery drama of individuals trapped physically or psychologically; Sustaining; Producer - Jerry Danzig CBS.
- Sept 6 <u>Stars Over Hollywood</u> debuts from WNBT to E&MW Nets; 10:30-llpm Wednesdays; light dramas and comedies with Hollywood stars; filmed especially for television; Sponsor - Armour & Co(52 weeks); Agency -Foote, Cone & Belding; Packager - MCA; Writers - Jack Hively & Axel Gruenberg.
- Oct 1 <u>Mystery Movie Night</u> debuts on WOR-TV local; 7-llpm Sundays; 3 mystery films in succession; films will feature Boris Karloff, Sidney Toler, John Carradine & others.
- Oct 2 <u>Perry Como Show</u> debuts from WCBS-TV to E&MW Nets; 7:45-8pm Monday, Wednesday & Friday; features Perry Como & others in musical-variety program; Sponsor - Chesterfield (52 weeks); Agency - Cunningham & Walsh.
- Oct 6 <u>Pulitzer Prize Playhouse</u> debuts from WJZ-TV to E&MW Nets; 9-10pm Fridays; adaptations of Pulitzer Prize winning plays, musicals, books, newspaper stories, etc; produced in co-operation with the Pulitzer Prize Committee of Columbia University; Sponsor - Schlitz; Agency -Young & Rubicam; Packager - William Morris

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Guests On TV		TALENT	SHOWSHEET August 12-18, 1950		
PRCGRAM	NET	TIME	GUESTS		
<u></u>		SATURDAY	AUGUST 12		
<u>Cavalcade Of Stars</u>	DuM	9-10pm	Andy & Della Russell; Clarence Stroud, comic; Los Gatos, acrobats; Leo De Lyon, impressionist; Tamara & Orloff, dancers		
Hollywood Screen Test	ABC	7:30-8pm	Janis Paige, lead; Vinton Hayworth Jr, Don Phillips, tests; Trini Rayes, dancer		
Talent Parade	WOR	7:30-8:30	Collegiatones, quartet; Bob Gamboa Orch; Luis Torres, singer; Rita Ayn Perry, dan- cer; Jimmy Blake, singer; Edythe Adams, singer		
		SUNDAY	AUGUST 13		
By Popular Demand	CBS	7:30-8pm	Jay Smythe, roller skater; Heathertones, singers; Paul Valentine, dancer; Benair & Young, dancers		
Leave It To The Girls	NBC	7 - 7:30pm	Skitch Henderson, bandleader; Eva Gabor, actress		
<u>Masterpiece Playhouse</u>	NBC	9-10pm	Six Characters In Search Of An Author by Luigi Pirandello; adapted by Ernest Kinoy; with Betty Field, Boris Tumarin, Don Appell Paula Truman, Muriel Hutchinson, Conde Toy- berg, Thomas Hill, Madelyn Belgarde, Shirley Bisselle, Carl Don, Leona Baggett		
Robert Q. Lewis Show	CBS	9-9:15pm	Charlie Carts, magician		
Say It With Acting	NBC	6:30-7pm	The President Players vs. Arena Theater of Great Neck		
Starlit Time	DuM	7-8pm	Delora Bueno, singer; Diana Korday, singer		
Toast Of The Town	CBS	8 - 9pm	Alice Pearce, comic; Fran Warren, singer; Danny White, comic; Nip Nelson, comic; Sing Lee Sings, acrobat		
We Take Your Word	CBS	9:30-10pm	Jan Struther, author		
MONDAY AUGUST 14					
Broadway Open House	NBC	11-12mid	Morey Amsterdam, MC; Lou Wills Jr, dancer		
OKay Mother	DuM	1-1:30pm	Adele Simpson, dress designer		
Pantomine Quiz	CBS	8-8:30pm	Alan Young, comic; Virginia Fields, actress Geraldine Brooks, actress; Otto Kruger, actor; Regis Toomey, actor		

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TALENT SHOWSHEET (more)

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TALENT SHOWSHEET (Continued)

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PROGRAM	NET	TIME	GUESTS
		MONDAY A	UGUST 14
Prize Performance	CBS	8:30-9pm	Jerry Rothaus, drummer; Phil Hepburn, singer; Gloria Strassner, 'cellist; Patricia Wright, actress; Chuckie Sinutko, guitarist
Vanity Fair	CBS	4:30-5pm	Adelle Rasey, guest MC;
Voice Of Firestone	NBC	8:30-9pm	Frank Guarrera, baritone
Wendy Barrie Show	NBC	7:30-7:45	Arlene Francis, guest MC
Who Said That	NBC	10:30-11pm	James Thurber, author; Faye Emerson; Paul Porter, former OPA head
		TUESDAY	AUGUST 15
Armstrong Circle Theater	NBC	9:30-10pm	<u>Ring Around My Finger</u> ; original by Doris Halman; with Patricia Wheel, John Harvey, Joanne Dolan, Lucille Patten, Jack Sherry, Willis Townsend, John Marley, Elaine Williams
Broadway Open House	NBC	11-12mid	Jerry Lester, MC; Ava Noring, actress
Cavalcade Of Bands	DuM	9-10pm	Johnny Long & Band; Jan Murray, comic; Rudy Cardenas, juggler; George Prentice, Punch & Judy act; Tommy & Margot Corine, dancers; Peggy Barrett, singer; Jimmy Sedlar, singer
Eloise Salutes The Stars	DuM	7:30-7:45	Sigmund Spaeth, Sidney Poitier, actor
Little Show	NBC	7 :30-7 :45	Betty Brewer, singer; Satisfiers, singers; Arthur Murray Dancers
Vanity Fair	CBS	4:30-5pm	Adelle Rasey, guest MC
The Web	CBS	9:30-10pm	Home For Christmas by Lawrence Goldman; adapted by Howard Rodman; with Leslie Nielsen, Wesley Addy, Millicent Brower, Lester Lonnergan Jr, Elaine Randall
		WEDNESDAY	AUGUST 16
Broadway Open House	NBC	ll-12mid	Morey Amsterdam, MC; Faye Emerson; Lou Wills Jr, dancer
Cameo Theater	NBC	8:30-9pm	<u>A Point Of View;</u> original by Ruth Woodman & Turner Bullock; with Bill Post Jr, Lola Montez, Leona Marical, Tom Walsh

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PROGRAM	NET	TIME	GUESTS
		WEDNESDAY	AUGUST 16
Dinner At Sardi's	WOR	7:30-8pm	Raymond Swing, commentator
Garry Moore Show	CBS	8-9pm	Milburn Christopher, magician; Dorothy Jarnac, dancer
<u>Kraft Theater</u>	NBC	9-10pm	September Tide by Daphne du Maurier; adapted by Howard Lindsay; with Ruth Matteson, Robert Pastine, Pat Breslin, Leslie Barrie, Cherry Hardy, Richard Camp
Promenade	CBS	7-7:30pm	Ralph Bellamy, Dorothy Greener, comic
Vanity Fair	CBS	4:30-5pm	Adelle Rasey, guest MC
Wendy Barrie Show	NBC	7:30-7:45pm	Arlene Francis, guest MC
		THURSDAY A	UGUST 17
Broadway Open House	NBC	11-12mid	Jerry Lester, MC; Joe Pascal, fighter
Jack Haley Show	NBC	9-10pm	Ella Logan, singer
Little Show	NBC	7:30-7:45pm	Lynne Howard, singer
Starlight Theater	CBS	9-9:30pm	Forgotten Melody; original by Hannah Grad Goodman; with Ruth Hammond, Billy Lee, Felicia Montealegre, Alan Stevenson, Myrtle Ferguson, Mike Garrett
Vanity Fair	CBS	4:30-5pm	Julie Harris, actress; Brandon DeWilde, actor
OKey Mother	DuM	1-1:30pm	Jan Struther, author
		FRIDAY AU	GUST 18
Alan Dale Show	CBS	11-11:30pm	Ford Harrison, violinist; Lois Bannerman, harpist
Broadway Open House	NBC	ll-l2mid	Jerry Lester, MC
Okay Mother	DuM	1-1:30pm	Mrs. Mickey Falkenberg Wagstaff, Jinx Falkenberg's mother
Songs For Sale	CBS	9-10pm	Jan Murray, MC
Wendy Barrie Show	NBC	7:30-7:45pm	Arlene Francis, guest MC
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PUBLICITY GETS THE AUDIENCE

Smart Programmers Know How To Use It Effectively

TV Formula Follows Radio Pattern

The past year and a half has seen Television's bid for space in the nation's press realized to the point where most major newspapers have granted TV at least equal space in their radio columns (indeed, many who never had radio columns have seen fit to start them)....while movie magazines, radio magazines and picture magazines in general have been given an encouraging jolt through the injection of television material....and even the national magazines have found the new medium a fresh field for exploitation. Contrary to the days of early radio, the press has been quick to accept rather than reject news of what was formerly considered its rival for the public's attention. The names of Milton Berle, Faye Emerson, Garroway, and the others who clicked on TV are known to people who have no video station in their area.

Although there have been several abortive efforts in the magazine field, the <u>TV Guide</u> type of weekly listing plus features has prospered - and offered to the publicist a fertile market for his propaganda. The publicist himself has a new enthusiasm for his work. Although basically conducted by radio men according to radio formulae, television publicity has been able to capitalize on the visual aspect of its productions - sets, costumes, personalities - that radio does not offer. The glamour of film hand is not capitalized upon for the most part, since the majority of broadcasting publicists feel that their audience is too close to the talent for that approach.

PUBLICITY'S JOB

Get the audience! That's publicity's job. Good programs alone can't do it....unless the people know to tune them in. Television's first requirement was to educate the public about it - its technical function...the wonder of it... the value of having a receiver...and the like. Building of listening and viewing habits was next - with each network and station competing for first consideration. Third function was the creating of a following - for shows, for personalities and for specific time segments (like morning and afternoon and late evening times).

These problems have been attacked by the combined efforts of network, local station, ad agency and public relations firm publicity staffs.

The network effort is, of course, the most comprehensive, extending over and above the steady stream of information about program changes, guests, personalities, and specific shows into the realm of public relations - wherein the aims and attitudes of network management are brought home to the public....and the advertisers.

The primary purpose is to sell each network and its programming as a whole. Under a top level executive head, the networks generally appoint one specialist to coordinate the television coverage. He shares the writing staff with his radio counterpart, with each man handling from 10 to 20 shows. A trade press department or writer and a column writer are additional specialists who make for added service to the press.

Both the networks and the local stations handle their individual show publicity in a fairly well established routine....although network promotion kits

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PUBLICITY GETS THE AUDIENCE (continued)

are naturally more elaborate - what with their series of picture mats, background stories, suggested exploitation tactics for local stations and papers and the like.

1. Prior to the program's debut, a barrage of buildup material - including general releases, column tidbits, pictures, and biographical material, as well as the format and general appeal of the show - are put out....all designed to deliver the audience for the premiere.

2. Followup material for the second and third and establishing weeks point up how good the show is, what the reactions of the critics were (if good) and information about who appeared, the cast, and the like.

3. From then on, it's a constant job of finding human interest, backstage or success stories....devising stunts on and around the program...and announcing the personalities who guest or appear regularly.

The Advertising Agency Publicity Staff takes over where the network leaves off, as far as sponsor identification with the show is concerned. Using for the most part, the same techniques, the ad agency strives for product identification ..as well as the daily or weekly audience following. Leading agencies maintain top level men and supporting staffs to do this work, but all agencies make sure that some effort on their part occurs.

THE PUBLIC RELATIONS COUNSEL and the press agent perform still one other function in the broadcasting picture....that of personality buildups, column mentions, stunt tieins with other current events, and personal appearances which find occasion to get in plugs for the show. Ghosted magazine articles and interviews are also in his realm. Although his functions may transcend the boundaries of broadcasting to extend throughout show business in the case of an established all-around star, he very often will be the instrument for building an entirely new personality developed by television.

Of course, the network service is rendered as a part of the network facilities. Ad agencies usually tack on a fee to their production cost, while PR firms work on a retainer basis ranging from \$25-100 weekly for the newcomer to \$150-300 weekly for handling shows or top personalities.

OUTSTANDING EXAMPLES

Special targets for all publicity men working on radio or TV are the broadcasting columnists in the general press, the national magazines and the trade press. The latter is covered thoroughly weekly; it is important for prestige purposes and to attract the advertiser. A record of 3 to 4 good breaks a year with colwrnists Jack Gould, John Crosby, Harriet Van Horne, Ben Gross and their counterparts or in Time, Life, Look, Quick, Satevepost, Colliers, etc. is one that the publicist can be proud of. Mostly, they have to be content with the mass penetration of little current items that build audiences. All publicists are somewhat reticent to admit the value of paid advertising on the day of the show, although this method is often used - by networks in announcing debuts and by ad agencies to bring back the audience to a particular telecast.

Definitely established as important are the Highlight listings in the daily papers. The networks and stations make a definite pitch for this attention by sending special highlight listings to the press, but there is an ethical boundary over which they do not cross in attempting to influence the paper's selection.

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OUTSTANDING EXAMPLES

Publicity has already taken some bows for its television payoffs. While the feats are more obvious in the personality buildup department, not a few programs have been put across by virtue of the publicity and promotion accorded them. While network and agency men are quick to point out that all programs get as much relative attention as the next one, it's obvious that two types especially provide fodder for the typewriter....one - the big budget variety, personality type show - lends the magic of big names and big achievements as well as big productions and expensive techniques to publicizing. Perfect example is the NBC-TV <u>Saturday Night Revue</u>. The publicity staff was handed the job of building an audience for this expensive sustaining program. The problem was to induce people to stay home Saturday night. And they had to be impressed with the star-studded talent that they could not afford to miss. The publicity department - with rival programs like Ed Wynn and Ken Murray to buck against - could counter with such relatively unestablished personalities as Sid Ceaser, Jack Carter and Imogene Coca, who had to be seen to be appreciated.

Of course, publicity came through - to the tune of an expensive promotion and supplementary ad campaign, to be sure....but the audience - enthralled with the emphasized \$50,000 worth of talent that it was seeing for nothing - was delivered, with the happy ending of a complete sellout for the Fall a likely prospect.

At the other extreme is the fine show that has no stars or expensive plays, scripts or other properties to rely on. CBS-TV is proud of the way that its "Studio One" has actually developed its own stars and - through ingenious productionmade this hourly drama a Monday highlight.

Of course, Faye Emerson, Dave Garroway, Howdy Doody, Hopalong Cassidy Kukla Fran & Ollie are outstanding examples of publicity's artistry. The latter, in particular, was mainly put over by its appeal to the critics - who picked it up, wrote about it, and wrote about it some more, until people became convinced that if they didn't watch Burr Tillstrom and company, not only were they missing something good, but they had no appreciation of what is good. The same can be said of the job done on the other shows cited.

Suffice it to say, that publicity is an integral part of programming. Most networks and stations include their publicity head as a matter of course in their program planning. Many times, he's the one responsible for the startling approach that wins the audience. While there's no TV equivalent to the appointment of radio station WNEW's publicity man, Dick Pack, to the program manager post, as yet... it's safe to say that in planning a program - from the point of conception - the values of publicity, and the question of whether or not the program lends itself to publicity, are worthy of consideration.

(see next page for Directory and Random List of Credits)

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- Sid Ascher -- Bob Dixon, Guy LeBow, Szonys
- Harvey Bullock -- Toni Twin Time
- Marvin Cohen -- Paul Winchell, Lester Lewis Productions
- Earle Ferris -- Camel News Caravan, Man Against Crime
- David Green & Associates -- Ken Murray
- Steve Hannagan -- Electric Auto-Lite (Suspense), Coca-Cola
- Arthur Miller -- People's Platform
- Jack Perlis -- Art Ford, Doug Edwards, Lone Ranger, Meet The Press, Leave It..Girls
- Hal Saltzman -- Twenty Questions
- Ben Sonnenberg -- Philip Morris (Candid Cauera), Lever Brothers (Lux TV Theater)
- Robert Taplinger -- Pall Mall (Big Story)

AGENCY TV PRESS HEADS

(Billboard 1949 top	rated)
J. Walter Thompson -	Al Durante
Young & Rubicam -	Harry Rauch
N.W. Ayer	Wauhilla LaHay
Benton & Bowles -	Dick Bellamy
B.B.D.& O.	Jim Brown
Kudner -	Sam Fuson
Kenyon & Eckhardt -	Herbert Landen
Doherty,Cliff'd,Sh -	· Richard Fehr
Compton -	Joseph Fields
Foote, Cone, Beld'g -	George Wolf
Marschalk & Pratt -	Bill Johnstone
ROSS REPORTS	- Pag

NETWORK TV PRESS HEADS

ABC-TV - Earl Mullen; Bert Schwartz TV CBS-TV - George Crandall; Jim Kane TV DuMont - Gerald Lyons NBC-TV - Sid Eiges; Allan Kalmus TV WOR-TV - Bob Blake; Barbara Frost TV WPIX - Frank Young

* Public Relations Firm credits were furnished by the firms listed..... omissions and additions will be printed if submitted.

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Ross Reports

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REFERRCH: Nicholas Gordon

VOL. 2 NO. 5 SUPPLEMENT C AUCUST 20-26, 1950

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

- Sun(20) NBC(Ch4) 6:30-7pm; CHANGE - Say It With Acting; on WNET local; Bruno-NY & Friendly Frost Stores start sponsorship of the charade quiz replacing J.B. Williams; Agencies - Arnold Cohan (Bruno-NY); Getschal & Richard (Frost Stores); Packager -West Hooker.
- Mon(21) CBS(Ch2) 2:30-4pm; DEBUT The Real McKay; on WCBS-TV local; Monday through Friday; variety-interview program with MC Jim McKay, singer Ellen Parker, pianist Mac Perrin & guests; Producer -Jack Lescoulie CBS.
- Mol(23) NBC(Ch4) 5:15-5:30pm; DEBUT Hanson Baldwin's Weekly War Room; from WNBT to E Net; digest of past week's war news with Hanson Baldwin, military editor of NY "Times"; Producer-Director -Clarence Thoman NBC.
 - NBC(Ch) 8:15-8:30pm; DEBUT Through Wendy's Window; from WNET to 9 sta E&MW Nets & 22 kine; Wendy Barrie interviews celebrities & chats about fashions, etc; replaces the Monday, Wednesday, Friday "Wendy Barrie Show"; Sponsor - Alsco, Inc; Agency -Dubin, Pittsburgh; Packager - Martin Goodman.
- Fri(25) NBC(Ch4) 2-5:30pm; HIGHLIGHT Davis Cup Playoffs; from WNBT to E&MW Nets; Aug 25, 26, 27; Davis Cup Playoffs between U.S & Australia from Forest Hills; with commentators Bill Stern & Vincent Richards; Supervisor - James Dolan NBC; Prod-Bill Garden NBC.
- Sat(26) NBC(Ch4) 6:30-7pm; DEBUT <u>Smilin' Ed McConnell</u>; from WNHT to E&MW Nets; alternate Saturdays; filmed especially for TV by Frank Ferrin, Hollywood; TV version of the AM show with MC Ed McConnell & his Buster Brown Gang; Sponsor - Buster Brown Shoes; Agency - Leo Burnett.

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LAST WEEK'S ARRIVALS

- ABC -- Animal Clinic debuted from WENR-TV Chicago to E&MW Nets; 11-11:30am Saturdays; diagnosis & explanations of animal ailments with veterinarian Dr. Wesley A. Young, comic Don Driscoll & others; Sustaining; Packager - Louis Cowan; Producer - Gail Compton, Cowan; Debuted on WENR-TV local April 5, 1950.
- ABC -- Acrobat Ranch debuted from WENR-TV Chicago to 35 sta E&MW Nets & 10 kine; 11:30-12 noon Saturdays; variety show for children with western setting & circus & variety acts; with MC Jack Stillwell; Sponsor - General Shoe Corp (39 weeks); Agency - Ruthrauff & Ryan; Director - Norm Heyne R&R.
- NBC -- Battle Report debuted from WNBW Washington to E&MW Nets; 8-8:30pm Sundays; top Government officials brief viewers on Korean war & mobilization developments; with commentator Robert McCormick; Supervisor - Francis McCall NBC; Director - Ted Ayers WNBW.

FUTURES

- Aug 27 John Daly & The News debuts from WCBS-TV to E&MW Nets; 10-10:15pm Sundays; 5 week series of newscasts with John Daly; Sponsor - Goodrich; Agency -BBD&O.
- Aug 27 <u>Hold That Camera</u> debuts from WABD to E&MW Nets; 7:30-8pm Sundays; studio & viewer participation quiz with MC Jimmy Blaine & others; changes time Sept 8 to 8:30-9pm Fridays; Sponsor - Esquire Boot Polish(Starts Sept 15); Agency - Emil Mogul; Packager - West Hooker.
- Aug 27 S.S. Holiday debuts from WABD to E&MW Nets; 7-7:30pm Sundays; 2 times only; informal musical variety show with cruise ship setting; features singers Phil Hanna & Holly Harris; Sustaining; Producer - Bob Loewi DuM; Director - Dick Rose DuM.
- Sept 5 <u>Star Time</u> debuts from WAED to 31 sta E&MW Nets; 10-11pm Tuesdays; musical revue with Benny Goodman & Band, singer Frances Langford, comic Lew Parker & name guests; Sponsor - Food Stores Programs Corp; Agency - Franklin Bruck.
- Sept 9 Hank McCune Show debuts on WNBT local as well as 38 other stations;7-7:30pm Saturdays; filmed especially for TV by Audio Associates, Hollywood; Situation-comedy series with Hank McCune; Sponsor - Peter Paul; Agency -Maxon; Director - Charles Maxwell AA; Writers - Mort Lachman & Sy Rose.
- Sept 13 Don McNeill TV Club debuts from WENR-TV Chicago to E&MW Nets; 9-10pm Wednesdays; variety show with audience participation; features MC Don McNeil singers Johnny Desmond, Patsy Lee, Aunt Fanny (Fran Allison), Eddy Ballantine & Orch; Sponsor - Philco; Agency - Hutchins; Producer - Cliff Peterson WENR; Director - Ivor McLaren WENR.
- Oct 4 Untitled Variety Show debuts from WNBT to E&MW Nets; 8-9pm Wednesdays; Jimmy Durante, Ed Wynn & Danny Kaye starred as rotating MC's; sponsorship details not yet released.
- Oct 10 <u>Vaughn Monroe Show</u> debuts from WCBS-TV to E&MW Nets; 9-9:30pm Tuesdays; features Vaughn Monroe & others; format not set; Sponsor - Camels; Agency - William Esty.

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Guests on TV		TALENT SE	HOWSHEET August 19-25, 1950
PROGRAM	NET	TIME	GUESTS
		SATURDAY A	AUGUST 19
Cavalcade Of Stars	DuM	9-10pm	Frances Langford; Victor Borge; Gloria Gilbert, dancer; Don Richards, singer; Son and Sunny, tap dancers
Hollywood Screen Test	ABC	7:30-8pm	Donald Buka, lead; Gloria Hoye, Peggy McCay, tests; Fran Gregory, singer
		SUNDAY AUC	JUST 20
By Popular Demand	CBS	7:30-8pm	Benair & Young, dancers; Paul Valentine, dancer; Joya Sherrill, singer; Maurice Wilcox, sword & knife dancer
Leave It To The Girls	NBC	7-7:30pm	David Broekman, author; Betty Furness, actress
Masterpiece Playhouse	NBC	9-10pm	Importance Of Being Ernest by Oscar Wilde; adapted by Hugh Kemp; with Hurd Hatfield, John Buckmaster, Bertha Belmore, Brooke Byron, Margaret Phillips, Hazel Jones, Huntington Watts, Dayton Lummis, Byron Russell
Say It With Acting	NBC	6:30-7pm	The President Players vs. Elliot Murphy's Aquashow
Starlit Time	DuM	7-8pm	George Putnam, TV newscaster
Think Fast	ABC	7-7:30pm	Gypsy Rose Lee
Toasi Of The Town	CBS	8-9pm	Eddie Bracken; Tommy Hanlon Jr., comedian; Tom & Jerry, acrobats; Linda Lee Jones, child singer-dancer; Ted & Flo Vallet, baton twirlers; Andy Williams, singer
We Take Your Word	CBS	9:30-10pm	Harriet Van Horne, columnist
		MONDAY AUG	GUST 21
Lights Out	NBC	9-9:30pm	Heart Of Jonathan Rourke; original by A.J. Russell; with Peter Capell, Alfreda Wallace, William Darrid, James O'Neill
OKay Mother	DuM	1-1:30pm	Joan Post, society editor of N.Y. Post
Pantonine Quiz	CBS	8-8:30pm	Roddy McDowall, actor; Osa Massen, actress; Hilary Brooke, actress; Bill Williams, actor
Prize Performance	CBS	8:30-9pm	Phil Hepburn, singer; Gloria Strassner, cellist; Janet Miller, ballerina; Charles Amato, accordionist
RCSS REPORTS		- page	e 3 - TALENT SHOWSHEET (more)

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TALENT SHOWSHEET (Continued)

PROGRAM	NET	TIME	GUEL 3
		MONDAY AU	
Vanity Fair	CBS	4:30-5pm	Sarah Palfrey; Virginia Sharpe, actress
Voice Of Firestone	NBC	8:30-9pm	Vivian della Chiesa, soprano
Who Said That	NBC	10:30-11pm	Red Smith; Earl Wilson; Ilka Chase
		TUESDAY A	
Armstrong Circle Theat:	re NEC	9:30-10pm	Remember Remember; original by J. E. Miller; with Don McClelland, Barbara Townsend, Bob Crozier, Valerie Crossart, Amelia Baines, Joan Hayworth
Cavalcade Of Bands	DuM	9-10pm	Woody Herman & Band; George de Witt, com- edian; Maria Neglia, violinist; Virginia Lee, comedienne; Fred & Sledge, dancers
Eloise Salutes The Sta	rs DuM	7:30-7:45	Donald Curtis, actor; Budge Patty, tennis player
Little Show	NBC	7:30-7:45	Lou Nelson, comedian; The Heathertones
Vanity Fair	CBS	4:30-5pm	Lucien Toucas, exec. chef Hotel New Yorker
The Web	CBS	9:30-10pm	The Man In The Velvet Hat by Jerome & Harold Prince; adapted by David Shaw; with Vintor Hayworth, Morton Stevens, Lawrence Weber, Donald Keyes, Frank Thomas, Rudolph Watsor Paul Lilly, Glen Dicus, Gene de Santis, Virginia Gregori, Bob Molliston, Michael Kane, Maurice Fain, Duncan Elliot
		WEDNESDAY	AUGUST 23
Cameo Theatre	NBC	8:30-9pm	Sarah Lee And The Children; original by Ellen McCracken; with Mildred Natwick, Alexander Campbell
Dinner At Sardi's	WOR	7:30-8pm	Raymond Swing; Earl Wilson; Donald Buka
Garry Moore Show	CBS	8-9pm	The Modernaires, singers
Kraft Theatre	NBC	9 -1 0pm	The First Mrs. Fraser by St. John Ervine; adapted by Howard Lindsay; with Virginia Robinson, E. G. Marshall, Lex Richards, Reginald Mason, Evan Thomas; St. Clair Bayfield, Eileen Paye
Promenade Jeanne Bargy, MC	CBS	7-7:30pm	Worthington Miner, producer; Mary Sinclain actress; Jim McKay, new CBS MC

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TALENT SHOWSHEET (Continued)

PROGRAM	NET	TIME	GUESTS			
WEDNESDAY AUGUST 23						
OKay Mother	DuM	1-1:30pm	Gigi Durston and her mother			
Thru Wendy's Window	NBC	8;15-8:30	Wendy Barrie; Brian Donlevy, guest			
Toni Twin Time	CBS	9-9:30pm	Jack Lemmon; Fran Gregory, singer; Andrews twins, dance team			
Vanity Fair	CBS	4:30-5pm	Anthony Masciarelli, N.Y. Comm. of Markets; Dorothy Lambert Trumm, American Home mag.			
THURSDAY AUGUST 24						
Jack Haley Show	NBC	9-10pm	Betty & Jane Kean; Cliff Edwards, ukulele			
Little Show	NBC	7:30-7:45pm	Gigi Durston, singer; Honeydreamers			
Starlight Theatre	CBS	9-9:30pm	Fumble by Katherine Brush; adapted by Elihu Winer; with Conrad Janis, Joshua Shelley, Gloria Stroock, Alexander Clark John Glendenning; David McKay			
Vanity.Fair	CBS	4:30-5pm	John White, Princeton Jr.; Lynn F. Barnett			
FRIDAY AUGUST 25						
Alan Dale Show	CBS	11-11:30pm	Ford Harrison, violinist; Lois Bannerman, harpist			
Broadway Scrapbook	PIX	7:30-8pm	Mike O'Shea, columnist; Danton Walker, MC			
The Clock	NBC	9:30-10pm	Rumble In Manhattan; original by George & Gertrude Fass; (Cast not set at press time			
OKay Mother	DuM	1-1:30pm	Eloise Mc Elhone and her mother			
Songs For Sale	CBS	9-10pm	Sarah Vaughan, singer; Sigmund Spaeth			
Vanity Fair	CBS	4:30-5pm	Walter F. Puschel, V.P. of F. Schumacher			

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Television Script Editors, in their search for material, are already being plagued by innocent duplications....some of which get as far as the rehearsal stage before being discovered and perhaps yanked by sponsors. The following list should be of great help in solving this problem. Asterisks * indicate the property was used twice on the program.

1949 Portrait Of A Madonna Night Club Giants Stair The Thousand Dollar Bill The Catbird Seat The Inexperienced Ghost Ropes Esther Goodbye, Miss Lizzie Borden Ten Percent The Night The Ghost Got In The Widow Of Wasdale Head The Man Who Lost Christmas To The Lovely Margaret A Day In Town I'm No Hero The Little Wife The Lady On 142

<u>1950</u> The Magnificent Gesture The Jackpot Only This Night The Chair

1950 It Takes A Thief The Door Manhattan Footsteps The Lottery Charity Street

1948

Home Life Of A Buffalo Mirage In Manhattan Thinking Aloud Whistle, Daughter, Whistle His Master's Affairs The Purple Doorknob A Study In Triangles No Shoes The Flattering Word The Valient Close Quarters Sham

ACTORS' STUDIO

A Trip To Czardis Jim Pemberton & His Boy Trigger Zone of Quiet The Tell-Tale Heart Greasy Luck Joe McSween's Atomic Machine Dead Man Concerning A Woman Of Sin Three O'Clock A Reputation I Can't Breathe From Paradise To Butte Here Comes Spring Somebody Has To Be Nobody Salt Of The Earth Spreading The News You're Breaking My Heart Canterville Ghost

ARMSTRONG CIRCLE THEATRE

The Skyrocket Local Stop The Bald Spot The Rocking Horse

The Big Day Man Of Action Ring Around My Finger

Joe McSween's Atomic

The Terror In The Streets

We'll Never Have A Nickel

The Thousand Dollar Bill*

The Man With The Heart In

It's A Free Country

Return To Kansas City

O'Halloran's Luck

The Three Strangers

The Highlands

Country Full Of Swedes

An Ingenue Of The Sierras

Clarissa

A Frame-Up

The Midway

Little Wife

The Timid Guy

Machine*

A Child Is Born

Hannah 1950

CAMEO THEATER

A Daughter To Think About Correction The Clinic The Canon's Curtains Line Of Duty Googan Triumph Of Justice A Point Of View

CHEVROLET TELE-THEATRE

A Simple Matter Of Faith <u>Who Is Your Judge</u> The Mayor And The Manicure....1949 Goodbye To The Lazy K Jinxed Trapeze All's Fair Expert Opinion Miracle In The Rain Suppressed Desires Heat Lightning Mr. Bell's Creation Londonderry Air Smart Guy The Menagers Goodnight, Please The Twelve Pound Look Everybody Loves My Baby Tommy Malone Comes Home Passenger To Bali Manhattan Mary Uncertain Hour Johnny Cartwright's Camer

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PLAYS ADAPTED TO TV (more)

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PLAYS ADAPTED TO TV(Continued)

CHEVROLET TELE-THEATRE(Continued)

1949 Weather Ahead Heritage Of Wimpole Street Half An Hour Lesson For Eddie The Castle Of Mrs. Simpson The Wine Glass Leo & Sagittarius Her Majesty The Queen The Unguarded Moment Leave It To Mother Operation Coral Witness For The Prosecution His Name Is Jason Temporarily Purple Have A Heart

1949

12 O'Clock Noon The Visitor Too Much Money The Wives Passage For Two The Loft Case The Roulette Wheel Man Named Fletcher The Duel Dream Man Reporter Lentist Flat Tire Bank Vault Uacle Amos Fompadour Wrong Woman Mad Medium Insurance

1949 Fancy Meeting You Here The Haunting Years Choice Of Murder King Once For Central A Husband's Rights Tough Kid Anything But Love The Girl Socurity

The Door At Night All Cats Are Grey Desert Incident The Priceless Gift I Cover Times Square

1950

Hart To Heart Midnight Flight Chirp Of The Cricket The Final Bell The Million Dollar Question The Wine Of Oropalo The Hoosier Schoolmaster Once To Every Boy

Three Smart Girls Queen Of Spades The Man Who Ordered Apple Pie The Walking Stick The Great Emptiness Voice In The Night Once A Gentleman The Bone For The Shadow The Californian's Tale Welcome Jeremiah The Sun Highly Recommended Letter To Edith The Brave Man With A Cord The Way I Feel The Fisherman The Verandah

THE CLOCK

Change Of Face The Prisoners Payment On Time The Fighter Dream Lady The Hitch-Hiker The Web Reverse Cousin Maria Maniac Lease Of Death Romance Mark Wade, D.A.

1950

Firebug Bookseller Who Is This Man Dig Your Own Grave

COLGATE THEATRE

The Florist Shop Allison's Lad Right Of Way Sundae Punch Sugar And Spice Fairly Won Just For Tonight Mistriss Sims Inherits Tin Can Skipper Lady, Look Out

The Cat William & Mary Bury Her Deep The Take The Woman In The Road Graveyard Shift, What Makes A Murderer The Hypnotist Open The Door For Murder The Hideout Rain In The Night Voyage West Just A Minute I Keep Forgetting The Caller Someone Must Die A Grave Plot Jump, Tony Jump!

Lady In The Lobby First Dance Entrapment Concerning A Lady's Honor Applause Of Thousands Assignment, Main Street All Things Come Home Mr. & Mrs. North Vic And Sade (3 times) Homeward Bound

ROSS REPORTS

PLAYS ADAPTED TO TV (more)

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PLAYS ADAPTED TO TV(Continued)

COLGATE THEATRE(Continued)

1949 Expert Opinion The Key In The Lock What Price Story Old Flame My Wife Is A Liar Perkins Finds \$3,400,000 The Loan The Contest Picture Of The Bride Grandma, Born Alice Retaliation Young Stacey Old Lady Shows Her Medals Remember The Day O'Brien News Item Daughters Are Different

Company For Dinner A Trip To Czardis The Pearls Blessed Are They

1950 I'll Marry You Later Second Generation Bert's Wedding Two For A Penny Abby, Her Farm The Trap The Brave And Early Fallen The Karpoldi Letter The Long Young Dreams Neither A Borrower

Always A Knife In The Back Blackmail The Green Bush Burden Of Guilt Motive For Murder Double Entry The Witness To The Crime The Law Beaters The Suitable Present Revenge By Proxy Change Of Murder South Wind I Got What It Takes The Hotel Of The Three Kings The Hands Of The Enemy Satan's Waitin'

COMEDY THEATER

<u>1950</u> Summer Had Better Be Good

Zone Of Quiet

ESCAPE

<u>1950</u> Rugged Journey Private--Keep Out The Diamond Lens The Bellhop Story

1949 Germelshausen Smooth Fingers Charlotte Corday 4:15 Express Out Of The River Vain Glory Postmistress Of Laurel Run The Spy Like Money In The Bank Magic Skin Scream In The Night Troubled Harbor Bandit Banker & Blong The Wall Heartbeat Mardi Gras Checkmate Solange Another Road

The Wappernocker Story The Great Fog The Myth Maker Covenent Born On Monday Homecoming The Sound Machine Parting Day

FIRESIDE THEATER

Night Owl Cowboy's Lament Stage Coach Driver The Assassin Courting Of Belle Epilogue The Room Battle Scene Sealed Orders The Human Touch Pardoner's Tale The Bet The Bet The Doll The Gambler Threshold

<u>1950</u> Dinner For Three The Vampire Devil's Due

Rendezvous The Golden Ball Just Three Words Confession Reprieve Double Jeopardy · Of Thee I Love Time Bomb The Bed By The Window The Shot Anniversary Jungle Terror Terribly Strange Bed The Stronger The Leather Heart The Bunker The Canterville Ghost The Web No Strings Attached Boys Will Be Men

ROSS REPORTS

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PLAYS ADAPTED TO TV (more)

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PLAYS ADAPTED TO TV(Continued)

FIRESIDE THEATER(Continued)

<u>1950</u> Operation Mona Lisa The Parasol The Hired Girl Big Ben

<u>1948</u>

Years Ago Joy To The World Night Must Fall

1949

Man Who Came To Dinner The Silver Cord Outward Bound Arsenic & Old Lace One Sunday Afternoon

1949

Edna Warren Promise Long Distance Crater Souvenirs Of His Late Wife The Housekeeper Dressing Gown The Whisper Conqueror's Isle Pengallen's Bell House Of Usher I Dreamt I Died Something In The Wind Justice Lies Waiting The Elevator The Man Who Couldn't Lose

1950

The Man Without A Country The Human Touch* The Assassin* Dinner For Three* Devil's Due Courting Of Belle Rendezvous The Ear

FORD THEATER

Light Up The Sky Twentieth Century On Borrowed Time She Loves Me Not Skylark Farmer Takes A Wife Kind Lady Little Women

<u>1950</u> The Barker

LIGHTS OUT

1950

Riverman Judgment Reversed The Green Dress Devil To Pay Reservation For Four Dead Pigeon Invisible Staircase The Graven Image Portrait Of A Dead Man Strange Case Of John Kingman The Emerald Lavalier The Scarab Mary The Queen Is Dead The Faithful Heart

Laburnum Grove The Royal Family Uncle Harry Room Service Dear Brutus The Little Minister The School For Scandal Father Malachy's Miracle Subway Express The Shining Hour On Borrowed Time

A Toast To Sgt. Farnswall The Man Who Couldn't Remember Gloves Of Gino The Silent Voice The House That Time Forgot Rendezvous How Love Came To Prof. Gildea Heart Of Jonathan O'Rourke The Determined Lady A Child Is Crying Encore I Dreamt I Died* Devil To Pay* The Strange Case Of John Kingman*

ROBERT MONTGOMERY - LUCKY STRIKE THEATER

The Letter Kitty Foyle The Male Animal Pitfall

The Phantom Lady Champion Rebecca The Citadel Ride The Pink Horse The Egg & I Our Town

Summer 1949

Mr. Mergenthwirker's Lobblies Burlesque Macbeth Bedelia

NBC REPETORY THEATER

Romeo & Juliet La Fille Mal Garde The Mikado This Time Next Year It Pays To Advertise Summer Formal (Variety) Jenny Kissed Me Dark Of The Moon For Love Or Money PLAYS ADAPTED TO TV (more)

ROSS REPORTS

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KRAFT THEATER

1947 Double Door Merton Of The Movies The Doctor In Spite Of Himself Her Master's Voice The Barker There's Always Juliet A Doll's House I Like It Here You And I To The Ladies Consider Lily Papa Is All Interference The Man Who Married A Dumb Wife Write Me A Love Scene Labarnum The First Year Yes And No Mr. Pim Passes By Craig's Wife Murder Without Crime Suspect Payment Deferred January Thaw Therese The Man Who Changed His Name Blind Alley On Stage Ladies In Retirement But Not Goodby The Curtain Rises Parlor Story The Importance Of Being Earnest Holiday The Desert Shall Rejoice Reverie Respectfully Yours

<u>1948</u> The Truth About Blayds Alternating Current Only The Heart Criminal Code Outward Bound Spring Green Apple Of His Eye Alison's House Counsellor-At-Law The Wind Is Ninety No Way Out Captain Applejack

She Stoops To Conquer June Moon Barchester Towers The Silver Cord Louder Please The Royal Family Broken Dishes Minick Riddle Me This The Torch Bearers The Fourth Wall Apple Sauce Foolish Notion The Show Off Berkeley Square Green Cars Go East Theater The Tenth Man The Whitehead Boy Poor Aubrey Icebound Poor Little Me Lady Frederick Her Husband's Wife Great Day Twin Diamonds The Truth Game Criminal At Large Biography Old Lady Robbins The Detour Wuthering Heights The Dover Road The Flashing Stream The Old Soak Hansel And Gretal Meet The Prince

1949 To Catch The Wind Miranda Duet For Two Hands There's Always Juliet* Her Master's Voice* Gramercy Ghost Room Service The Flying Girardos A Bill Of Divorcement The Arrival Of Kitty Consider Lily* Village Green Wicked Is The Vine As Husbands Go Miracle Of Chickerston The Whole Town's Talking Green Stockings

A Dam And Eva The Oath Of Hipprocrates Big Hearted Herbert Autumn Fire The Elephant Shepherd Payment Deferred* Little Brown Jug Pink Strings And Sealing Wax Baby Mine Within The Law A Young Man's Fancy The Curtain Rises* Time For Elizabeth Heaven And Charing Cross The Misleading Lady Mr. Pim Passes By* Where The Dear Antelope Play Bedelia Respectfully Yours* Little Darling The Man In Half Moon Street Climax Apple Of His Eye* Your Friendly Nabors Accidentally Yours To Dream Again Whistling In The Dark Happy Ending The Happiest Years In Love With Love Seen But Not Heard Comedy Of Errors The Nantucket Legend The Glove New Brooms That Naborly Feeling.. 1950 As Husbands Go* The Vinegar Tree Kelly The Old Ladies The Dark Tower The Silent Room Valley Forge Mrs. Moonlight The 19th Hole Ladies In Retirement* The Queen's Husband The Copperhead A Doll's House* The Lucky Finger Make Way For Lucia The Black Sheep The Fourth Step

PLAYS ADAPTED TO TV (more)

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KRAFT THEATER(Continued)

<u>1950</u>

Macbeth Storm In A Teacup The House Beautiful The Luck of Guleford The Doctor In Spite Of Himself

Summer 1950

Hedda Gabler King Richard III Good Housekeeping Noah The Wind Is Ninety Jeannie Murder on the Mount

MASTERPIECE PLAYHOUSE

Six Characters In Search Of An Author Accent On Youth Mr. Barry's Etchings January Thaw* Feathers In A Gale September Tide

The Rivals The Importance of Being Earnest

PHILCO PLAYHOUSE

Summer 1949 Five Lives of Robert Gordon You Touched Me The Fourth Wall Enter Madame Murder Has Been Arranged Pretty Little Parlor Three Cornered Moon What Every Woman Knows

Fall 1949

Pride's Castle Little Sister The Lonely The Queen Bee Something's Got To Give The Last Tycoon Because of the Lockwoods Damion's Daughter House of Seven Gables The Promise Medical Meeting The Wonderful Mrs. Ingram Mist On The Waters Beautiful Bequest Strange Christmas Dinner In Beauty Like The Night

1950

Little Boy Lost Bethel Merriday Murder in the Stork Club The Marriages Uncle Dynamite The Sudden Guest Ann Rutledge Letter to Mr. Priest Home Town Vincent VanGogh Uncertain Molly Collicut Trial of Steven Kent 2nd Oldest Profession Nocturne Dirty Eddie The End is Known The Man In The Black Hat The American The Feart Brat Farrar The Charmed Circle Semmelweis Sense & Sensibility Bump On Brannigan's Head Anything Can Happen Hear My Heart Speak The Reluctant Landlord The Tentacles

ROMANCE

Sometime Every Summertime The Mouse & The MP Michael & Mary Afternoon of a Faun

1948

Dinner At Eight Rebecca Counselor At Law Angel In The Wings Street Scene This Thing Called Love Camille An Inspector Calls I Like It Here Suspect Parlor Story A Christmas Carol Old Lady Shows Her Medals

1949

Ramshackle Inn Cyrano deBergerac Papa Is All Pride & Prejudice Dark Hammock The Late Christopher Bean Story of Mary Surratt Twelfth Night St. Helena The Druid Circle Quality Street Dinner At Antoines Becky Sharpe And Never Been Kissed What Makes Sammy Run

1949

Lady of The Camellias

ROSS REPORTS

- Page 11 -

PLAYS ADAPTED TO TV (more)

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PLAYS ADAPTED TO TV(Continued)

1949

L'Amour The Merrier Till Death Do Us Part Rhapsody In Discord School For Love The Farewell Supper Patient Unknown Don't Give Up The Ship Silent As The Grave Much To Do About Something Star Over Bridgeport Strange Rebound The Guiding Star Four Callers

SILVER THEATER

1950

- The lst Show of 1950 Papa Romani Happy Marriage The Great Nikolai Never Hit A Pigeon The Late Mr. Beasley Gaudy Lady My Brother's Keeper For Richer For Richer Lucky Pierre Quiet Neighborhood Concerning The Soul of Felicity
- Howland Fling Coals of Fire Minor Incident Double Feature Bad Guy The first 100 Years Lady With Ideas Papa Romani* Wedding Anniversary Close-up Walt & Lavinia My Heart's In The Highlands

1949

Now Your Know Stars & Their Crosses Midsummer's Eve

STAGE 13

Never Murder Your Grandpa Permission To Kill The Last Man Now You See Him The Payoff You Have Been Warned No More Wishes

1950

Broken Destiny(2ndConcerto) Revolutionary Miss Gibson The Mouse & The MP Whitemail Sire deMaletroit's Door Song The Soldiers Sing

STARLIGHT THEATER

Roman Aid Her Son The Juggler Winner & Champion Verna Witch of Woonsapocket Forgotten Melody Afternoon of a Faun Much Ado About Spring The Last Kiss The Great Nonentity 3 Hours Between Planes Passing Fancy Poet Takes A Wife

1948-49

The Storm Let Me Do The Talking The Medium Not So Long Ago The Outward Room Blind Alley Holiday Julius Caesar Berkeley Square Redemption Moment of Truth Julius Caesar * The Glass Key Shadow & Substance Flowers From A Stranger The Dybbuk Boy Meets Girl Smoke The Shadowy Third ROSS REPORTS

STUDIO ONE

June Moon Kyra Zelas The Rival Dummy The Outward Room Mrs. Moonlight The Light That Failed The Storm Battleship Bismarck Concerning A Woman of Sin The Eusband Two Sharp Knives Of Human Bondage At Mrs. Beam's Henry IV Jane Eyre Mary Poppins The Inner Light Riviera Beyond Reason - Page 12 -

1950

Give Us Our Dreams The Rockingham Tea Set Father & The Angels The Loud Red Patrick Flowers From A Stranger The Wisdom Tooth The Willow Cabin Dreams of Jasper Hornby The Dusty Godmother The Survivors A Passenger To Bali The Scarlet Letter Walk The Dark Streets Torrents of Spring The Horse's Mouth Miracle In The Rain A Wreath of Roses The Ambassadors The Room Upstairs

PLAYS ADAPTED TO TV (more)

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STUDIO ONE (continued)

The Man Who Had Influence The Taming Of The Shrew

There Was A Crooked Man

My Granny Van

1949

The Black Path Of Fear Suspicion Cabin B-13 The Man Upstairs After Dinner Story The Cheerer A Night At An Inn Dead Earnest Post Mortem The Monkey's Paw Murder Through The Lookingglass Tell Me The Time The Yellow Scarf The Cat's Paw Stolen The Hands of Mr. Ottermole The Lunch Kit Collector's Item Dr. Jekyll & Mr. Hyde The Comic Strip Murder

SUSPENSE

Dr. Violet Cask of Amontillado The Clock & The Robe The Murderer Olalla Surprise The Thin Edge of Violence Blackberry Pie for Dessert Man In The House The Scar The Aces The Seeker & The Sought The Case of Lady Sannox

1950

Morning Boat To Africa Bomber Command Summer Storm The Horizontal Man Isle of Spice & Lillies Escape This Night

Suicide Club Roman Holiday The Man Who Talked In His Sleep Man Over Board The Parcel My Old Man's Badge 2nd Class Passage A 1000 to 1 For Your Mone: Ma Barker Murder At The Mardi Gras Gentleman From America Saturday Night Red Wine One & One's A Lonesome Photo Finish Listen, Listen Black Bronze I'm No Hero Wisteria Cottage

1950

THE PLAY'S THE THING

Teias: The King Mr. Mummery's Suspicion The Apple Tree Pink Hussar

Sanctuary In Paris Screwball

Salt Of The Earth

Allison's House The Token The Swan The Good Companions

1950

Puzzle For Fiends

The Last Thing I Do

Lonely Boy

THE TRAP (SURE AS FATE)

Sentence of Death The Chocolate Cobweb The Man They Acquitted Stan, The Killer(Man In The Derby)

Three Blind Mice The Dark Corner Tremolo Franchise Affair

1950

THE WEB

Home For Christmas Heaven Ran Last

Help Wanted Solo In Singapore Memory Of Murder

The Orderly Mr. Appleby Man In The Velvet Hat

***** This list was prepared with the cooperation of the producers and script editors of the shows concerned. Unfortunately, because of the amount of work that went into its compilation and because of an expected huge demand for such a list, we cannot provide extra copies. They can be purchased by subscribers at \$3 each. Nonsubscribers may purchase copies at \$5 each.

PLAYS ADAPTED TO TV

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ON TELEVISION PROGRAMMING

ovright 1950 - by WALLACE A. ROSS · 551 FIFTH AVENUE, N. Y. 17, N. Y. . MUrray Hill 2-5910

VOLUME 2 NUMBER 6

AUGUST 27, 1950

SUMMER SPORTS SURVEY

TV MAY HAVE TO GUARANTEE THE SPORTS GATE IN THE FUTURE BUT THIS SUMMER, SPORTS FORM A MAJOR PART OF HIATUS SCHEDULES WITH BEERS & MOTORS MOST ACTIVE SPONSORS

Prompted by the major part that sports coverage has played in this summer's television programming, this report serves as an indication of the true extent that sports have made their weight felt in the development of the medium, as well as the type of sponsors and programs most in evidence.

Our report is keynoted by a flourishing business in all forms of sports coverage, despite the concern over Attendance and the future of the Sports Gate. The types of sport being televised run the gamut from baseball through wrestling, boxing, horseracing, trotting, roller derbies, stock car derbies, midget auto races, tennis, golf, hunting and fishing...in addition to the wealth of sports films, sports reviews and other syndicated sports features.

The types of sponsors run the gamut too....with brewers and motor car or motor product distributors leading the way through a variety of appliance distributors, soft drink bottlers, department stores, and the like...enumerated herein.

Camera techniques have developed too....one of the biggest factors in winning friends for televised sports as well as for the sports themselves.

Monthly AUGUST Report

* NEXT MONTH - A complete DIRECTORY Issue for Production People

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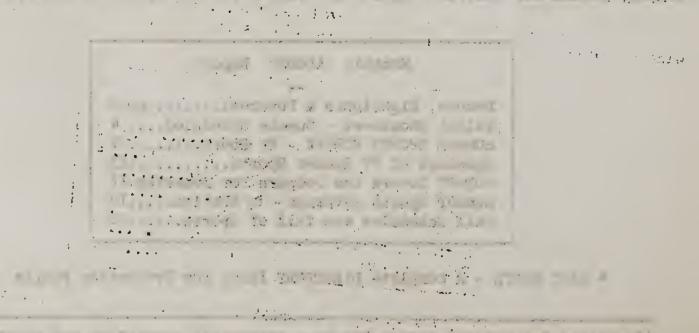
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THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

- Sun(27) CBS(Ch2) 10-10:15pm; DEBUT John Daly & The News; from WCBS-TV to E&MW Nets; 5 week series of newscasts with John Daly; Sponsor - Goodrich; Agency - BED&O.
 - CBS(Ch2) 10:15-11pm; DEBUT The Facts We Face; from WTOP Washington to E Net; 5 semi-documentary telecasts; narrated by CBS newsman Bill Shadel with prominent figures as guests.
 - CBS(Ch2) 7:30-8pm; RETURN This Is Show Business; from WCBS-TV to E&MW Nets; Variety show with host and moderator Clifton Fadiman, panelists George S. Kaufman, Abe Burrows; Sponsor -Lucky Strike; Agency - BED&O; Producer -Irving Mansfield CBS.
 - DuM(Ch5) 7:30-8pm; DEBUT Hold That Camera; from WAED to E&MW Nets; Variety and quiz show with singing MC Jimmy Blaine; Esquire Boot Polish through Emil Mogul starts sponsorship Sept 15; Producer - West Hooker; changes time Sept 8 to 8:30-9pm Fri.
 - DuM(Ch5) 7-7:30pm; DEBUT <u>S.S. Holiday</u>; from WABD to E&MW Nets; musical variety show with cruise setting; features singers Phil Hanna & Holly Harris; 2 times only; Producer - Bob Loewi DuM; Staging - Dick Rose DuM; Director - Barnaby Smith.
 - NBC(Ch4) 7:30-8pm; RETURN The Aldrich Family; from WNBT to E&MW Nets. Family comedy with Dick Tyler, Jean Muir, House Jameson, Jackie Kelk; Sponsor - Jello; Agency - Y&R; Producer - Joe Scibetta Y&R; Director - Frank Papp NBC.
- Mon(28) CBS(Ch2) 10-11pm; RETURN Studio One; from WCBS-TV to E&MW Nets; Dramatic series; Sponsor - Westinghouse; Agency - McCann-Erickson; Producer - Worthington Miner CBS.
 - CBS(Ch2) 8:30-9pm; RETURN Arthur Godfrey's Talent Scouts; from WCBS-TV to E&MW Nets; Talented hopefuls compete, audience applause chooses the winner; Sponsor - Lipton's Tea; Agency-Y&R; Producer - John Carney CBS.
 - NBC(Ch4) 7-7:30pm; RETURN Kukla, Fran and Ollie; from WNBQ Chicago to 27 sta E&MW Nets & 31 kine; Mon thru Fri;Burr Tillstrom and his Kuklapolitan Players with Fran Allison; Sponsors -RCA Victor (J.W.Thompson) Mon & Fri; Sealtest (N.W.Ayer) Tues & Thurs; Ford (J.W.Thompson) Wed; Producer - Beulah Zachary; Director - Lewis Gomavitz.
 - NBC(Ch4) 3:30pm to conclusion; HIGHLIGHT Discovery Handicap from Aqueduct Race Track; from WNBT to E Net; the first in a series of telecasts covering horse racing; Clem McCarthy, Sam Renick & Ray Barrett cover the race; Producer - Bill Garden NBC; Director - Jack Mills NBC.
 - NBC(Ch4) 9-9:30pm; CHANGE Lights Out; from WNBT to E&MW Nets; Supernatural dramatic series resumes its regular once a week schedule; Sponsor - Admiral; Agency - Kudner; Producer -Herbert Swope NBC; Narrator - Frank Gallop.

ARRIVALS

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DEBUTS, HIGHLIGHTS, CHANGES (Continued)

- Mon(28) WOR(Ch9) 7-7:30pm; DEBUT <u>Camera On Korea</u>; on WOR-TV local; filmed news presentation edited from Korean combat films by Ernest M. Pittaro.
- Tue(29) CBS(Ch2) 9:30-10pm; RETURN Suspense; from WCBS-TV to E&MW Nets; dramatic mystery series; Sponsor - Auto-Lite; Agency - Cecil & Presbey; Producer-Director - Robert Stevens CBS.
 - NEC(Ch4) 9-9:30pm; RETURN Fireside Theatre; from WCBS-TV to E&MW Nets; Series of half-hour films produced in Hollywood by Crosby; Sponsor - Proctor & Gamble; Agency - Compton.
- Thu(31) NBC(Ch4) 10-10:30pm; RETURN Martin Kane, Private Eye; from WNBT to E&MW Nets; William Gargan again stars as Martin Kane in this mystery series; Sponsor - Amer Tobacco; Agency - Kudner; Producer-Director - Ed Sutherland, Kudner.
- Fri(1) NEC(Ch4) 10:30-10:45 approx; RETURN Greatest Fights Of The Century; from WNET to E&MW Nets; Filmed records of history making fights which follow live telecast of Fri night fights; Sponsor - Chesebrough; Agency - Cayton; Producer - Allan Black, Cayton.
 - NBC(Ch4) 9-9:30pm; RETURN Versatile Varieties; from WNBT to E&MW Nets; Bob Russell is the new singing MC on the "Bonny Maid" musical variety program; Sponsor - Bonafide Mills; Agency -Gibraltar; Packager - Basch Productions; Director - Mark Hawley NBC.

LAST WEEK'S ARRIVALS

- CBS -- The Real McKay; debuted on WCBS-TV local; 2:30-4pm Mondays; varietyinterview program with MC Jim McKay, singer Ellen Parker, pianist Mac Perrin and guests; Producer - Jack Lescoulie CBS.
- NBC -- Hanson Baldwin's Weekly War Room; debuted from WNBT to E Net; 5:15-5:30pm Wednesdays; a digest of past week's war news with Hanson Baldwin, military editor of NY "Times"; Producer-Director - Clarence Thoman NBC.
- NBC -- Through Wendy's Window; debuted from WNBT to 9 sta E&MW Nets & 22 kine; 8:15-8:30pm Wednesdays; Wendy Barrie interviews celebrities; replaces the Mon, Wed, Fri "Wendy Barrie Show"; Sponsor - Alsco, Inc; Agency - Dubin, Pittsburgh; Packager - Martin Goodman.
- NBC -- Smilin' Ed McConnell; debuted from WNBT to E&MW Nets; 6:30-7pm Saturdays; filmed especially for TV by Frank Ferrin, Hollywood; TV version of the AM show; Sponsor - Buster Brown Shoes; Agency - Leo Burnett.

FUTURES

- Sept 14 <u>They Live In Brooklyn</u> on WPIX local; 7:30-8pm Thursdays; family comedy series; picks up sponsorship on this date; Sponsor - Ronzoni Spaghetti; Agency - Emil Mogul; Producer - Bob McCahon PIX.
- Sept 29 The Robbins Nest debuts from WJZ-TV to E&MW Nets; 11-11:15pm Fridays; Fred Robbins, MC; Sponsor- Equisite Form Brassiere; Agency - Brandford.

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ROSS REPORTS - page 4 - TALENT SHOWSHEET	ROSS REPORTS		- pa	age 4 - <u>TALENT SHOWSHEET</u>

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TALENT SHOWSHEET (Continued)

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PROGRAM	NET	TIME	GUESTS
		MONDAY AU	GUST 28
Vanity Fair	CBS	4:30-5pm	Alice Pierce, actress; Eric Brotherson, actor; Vernon Sears, architect
Voice Of Firestone	NBC	8:30-9pm	Guiseppe Valdengo, baritone
We Take Your Word	CBS	9:30-10pm	Faye Emerson; Jan Struther, author
Who Said That	NBC	10:30-11pm	Al Capp, Dane Clark, Morgan Beatty, Eloise McElhone
		TUESDAY A	UGUST 29
Armstrong Circle Theatre	NBC	9:30-10pm	<u>Blaze Of Glory;</u> original by Jerome Moss; with Judson Pratt, Mary Patton, Reed Brown Jr,, Dort Clark, Murray Jordan
Cavalcade Of Bands	DuM	9-10pm	Ted Weems & Orch.; Romo Vincent, comic; Georgie Tapps, dancer; Monica Boyar, snger
Eloise Salutes The Stars	DuM	7:30-7:45pm	Billy Reed, Mngr of Little Club; Skitch Henderson, orchestra leader
Little Show	NBC	7:30-7:45	Marla Stevens, singer; The Honeydreamers
OKay Mother	DuM	1-1:30pm	Mrs. Eddle Condon
Prize Performance	CBS	10-10:30pm	Ronnie Lee, dancer; Diane Frandrup, hill- billy singer
Suspense	CBS	9:30-10pm	Poison; by Roald Dahl; adapted by Alvin Sapinsley; with Arnold Moss, Ruth Ford, Wesley Addy, Richard Fraser
Vanity Fair	CBS	4:30-5pm	Gen! John Reed Kilpatrick, mngr Madison Square Garden
		WEDNESDA	AV AUGUST 30
<u>Cameo Theatre</u>	NBC	8:30-9pm	<u>Ringside Seat;</u> by Jerome Ross; adapted by Ethel Frank; with John Farrell, Dan Matthews, Billy Nevard, Margaret Hayes, Don Kennedy, Billy Coleman, Johnny Kane, Harold Grau, Denise Norris, Frank Stevens, Ted Jacques, Patsy de Sousa
Dinner At Sardi's	WOR	7:30-8pm	Paul Manning, correspondent
Garry Moore Show		8-9pm	Louis Armstrong; Connie Sawyer, singer
Mohawk Showroom	NBC	7:30-7:45	Landt Trio
OKay Mother	DuM	1-1:30pm	Mrs. Contino, accordianist Dick Contino's mother
ROSS REPORTS		- pag	ge 5 - <u>TALENT SHOWSHEET</u>

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TALENT SHOWSHEET (Continued)

PROCRAM	NET	TIME	GUESTS
		WEDNE	SDAY AUGUST 30
Kraft Theatre	NBC	9-10pm	The Detour; by Owen Davis; adapted by Howard Lindsay; with Ethel Remy, James Cootes, Blair Davies, Isobel Robins, Robert Healy, Katherine Anderson
Thru Wendy's Window	NBC	8:15-8:30	Sarah Palfrey Cooke, guest
<u>The Web</u>	CBS	9:30-10pm	Title Not Set; adapted by Stephen DeBaun from "Silent As A Shiv" by Bruno Fischer; with Diana Douglas, Richard MacMurray, Charles Mendick, William Neil, John Stephens, Helen Wagner
Vanity Fair	CBS	4:30-5pm	Lura de Gez, hair stylist
		THURS	DAY AUGUST 31
Jack Haley Show	NBC	9-10pm	Jane Pickens, singer; Jay Marshall, come dian; Loman & Fields, dancers
Little Show	NBC	7:30-7:45	Rosemary Clooney, singer; Honeydreamers
OKay Mother	DuM	1-1:30pm	Mrs. Johnny Druze, wife of Notre Dame football coach
Starlight Theatre	CBS	9-9:30pm	The Philanderer; original by David Karp; with Ernest Truex, Sylvia Field, Janet Fox, Dulcie Jordan, William Darrid
Vanity Fair	CBS	4:30-5pm	Paul Gavert, singer; Carolyn Maye, singer
		FRIDA	Y SEPTEMBER 1
Alan Dale Show	CBS	11-11:30pm	Leonard Fabian, comedian
Versatile Varieties Bob Russell, MC	NBC	9-9:30pm	Janis Paige, actress; Leonardo & Zola, dancers; Delmars, acrobats; Youman Bros. & Frances, instrumental trio
Mohawk Showroom	NBC	7:30-7:45	Larry Douglas, singer
OKay Mother	DuM	1-1:30pm	Mrs. Vic Raschi, wife of Yankee star
Vanity Fair	CBS	4:30-5pm	Arthur Wallander, NYC.Civil Defense Dir- ector; William Titon, Master Food Det- ective of Macy's

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TV -- FRIEND OR FOE OF THE SPORTS GATE?

SUMMER SPORTS COVERAGE MOST EXTENSIVE YET -- BUT FUTURE UNCERTAIN

Sportscaster Dennis James with his "Look out, Mother - that's a stepover toehold!" may have won over a whole new following to the art of grunt and groan that grand new sport, the Roller Derby, may owe its life to a television buildup.....and such novelties as Stock Car Derbies, girls baseball and athletes with pancake makeup may be television offspring also. But sports promoters and telecasters alike are still unresolved as to whether television is beneficial or detrimental to the sports gate.

Most widely-cited statistical survey to date is that researched by a young collegian, Jerry Jordan, whose report has recently been picked up and published by the Radio & Television Manufacturers Association as an argument for television's proving a shot in the arm for sports events in general. Briefly, the survey points out that the length of time a TV receiver is owned influences attendance at sports events...also that while at first attendence goes down, by the time the next season has rolled around, attendance is back to normal...also that after a year or two, attendance among TV set owners is higher than among those not owning sets...also that TV set owners take their families to sports events more often than non owners...and, finally, that other elements - such as a winning team, proper management and publicity, the weather, and the like - are more powerful influences upon the gate than TV.

CONTRARY TO THIS OPINION are such evidences of skepticism as: a recent proclamation by the promoters of Atlanta Cracker baseball games that unless attendence at the ball park increased, games would not continue to be televised.....recent cancellation of wrestling telecasts on the West Coast....and the necessity for two TV sponsors of West Coast football series to guarantee the sports gate before they could acquire television rights. In particular, the Hoffman Radio & TV Corp., in order to gain the right to telecast a series of Facific Coast Conference games over KTTV, had to guarantee the gate of not only the UCLA, Southern Cal, and California U games, but also those of Stanford and Washington in the north as well....a committment so easily jeopardized by even one day of bad weather and poor attendance.

Similarly, a very recent announcement has the Admiral appliance firm and station KNEH Hollywood guaranteeing a total gate of \$575,000 to West Coast professional football promoters in order to telecast 15 games of the Los Angeles Rams -9 at home and 6 away games on film. Some small protection is afforded the sponsors by a return guarantee on the part of the promoters that their gate will not fall below \$273,000 for the season.

SUCH SKEPTICISM IS COUNTERBALANCED by evidence of the most prolific sports coverage yet this past summer....plus a Fall football schedule that is chock full of top-flight video events(see The Outlook for Fall toward the end of this report). In addition, every station, whether it originates a sports event or not, carries sports news, sports films or kinescopes of sports events. Usually programmed in station time, these shows bring lush dividends in the form of national, local or regional spot sponsors who buy either full sponsorship or participations. The costs are scaring to be sure - witness Gillette's \$800,000 for World Series TV rights alone - but divided sponsorship and participations seem adequate answers -until the time when a new factor moves into the picture....namely theater television chains to whom a million dollars for rights would be peanuts when compared with the profit potential.

In any event, the following examination effectively illustrates the manner in which sports coverage has bulwarked sagging TV program schedules during the hiatus months for big-budget studio giants.

TV & THE SPORTS GATE

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BASEBALL & BEER BRING INCOME AND CHEER

Resourceful Stations & Sponsors are Capitalizing on Adjacent Time, Too

Still the biggest television sports attraction - because of its national scope and the continuing interest in its pennant races - baseball dominates most station summer programming. All the major league teams but one are being covered (Pittsburgh - whose one sold-out station WDTV and whose cellar-dwelling team, the Pirates, can't get together on terms)....and many minor league teams are still friendly toward TV too. In the immediate past, it was difficult to determine whether overexpanded leagues in the post-war period or television's rivalry with major league coverage were responsible for the demise of so many minor league clubs. Indeed, such strong organizations as the Newark International League entry bit the dust....giving credence to the latter theory. But if this summer's program schedules are to be accepted as evidence, many minor league club owners still welcome television as an attendance builder.

Resourceful stations are capitalizing on adjacent time as well in reaping the baseball harvest. Pre and post-game sales of quiz and interview shows are almost universal. Most ambitious of all is Chicago's WGN-TV which has sold not only the 15 minutes preceding the game to one sponsor, but the 15 minutes preceding that to another...as well as the ten minutes after the game to a third. To top it off, the station has different sets of sponsors for its coverage of the Cubs and the White Sox.

Other ambitious attempts include: the <u>marketing</u> of Cleveland Indian games to Buffalo, Rochester, Dayton and Columbus.....the late evening film highlights of the day's game over WNBQ in Chicago(sponsored alternately by Ford & Edelweiss Beerthe <u>division</u> of Boston Red Sox and Braves games between stations WBZ-TV and its competitor WNAC-TV with sponsorship by Chevrolet Dealers in Boston and Narragansett Beer.....WNAC-TV with sponsorship by Chevrolet Dealers in Boston and Narragansett seer.....WNHC New Haven's picking up of NY Yankee and Brooklyn Dodger games for their respective sponsors by <u>taking the signal off the air</u> and rebroadcasting it....the frequent <u>duplication</u> of coverage by stations in the same town as evidenced by WLW-C and WENS Columbus....the <u>division</u> of games between three stations, as in Philadelphia, where WFIL-TV carries allweekday games of the Phillies and Athletics, while WPTZ picks up Saturday contests and sends it on to WGAL-TV Lancaster, and WCAU-TV covers the Sunday contests....and, finally, by the <u>instituting of such novelties</u> as girls baseball by WENR-TV Chicago, softball by KPHO Phoenix and KNEH Hollywood, and others.

THE BASEBALL STORY

NY Yankees WABD, WNHC Ballantine	Seattle Ran'rs - KING - BonMarche, Hoffman
Bklyn Dodgers - WOR-TV, WNHC - Schaefer	SanFran Seals - KPIX - Regal Amber Beer
NY Giants WPIX, WRGB Chesterfield	Portsmouth - WTAR - Schultz, Security Van
Chicago Cubs WGN-TV, WBKB - Meisterbrau	St. Paul - WTCN - Hamm Brewing
Chi White Sox - WGN-TV, WLAV - Ptr Fox Beer	Minneap Millers - KSTP - Gluck's Beer
Bost Red Sox WBZ, WNAC, WJAR - Narragans't	Atlanta Crackrs - WAGA - Philco Distribs
Boston Braves - """ Chevr. Dlrs	H'wood Stars - KLAC - East Side Beer
St. Lou Cards - KSD-TV Griesedieck	L.A. Angels - KFI-TV - L.A.Beer, Pontiac
St. Lou Browns- KSD-TV Falstaff	Indianap Chiefs - WFEM - RCA Victor Dlr
Cinci Reds WCPO, WENS, WHIO- Berger Beer	Houston Buffs - KPRC - Participations
Cleve Indians - WXEL(above) Philco Distr.	Dallas Eagles - KRLD - Fritos, Grd Prize
Detroit Tigers- WWJ-TV Goebel Beer	Baltimo Orioles - WMAR-TV - Gunther Beer
Pitts Pirates - none none	Miami Sun Sox - WTVJ - Participations
Wash Senators - WTTG Chesterfield	Bushwicks - WOR-TV - Participations
Phila Phillies- WCAU, WPTZ Ballantine &	Softball - KPHO - Participations
Phila A's & WFIL-TV Atlantic Ref	Softball - KNBH - Participations
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ROSS REPORTS

BASEBALL & BEER

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WRESTLING GROANS ON

Summer has seen no decline in the amount of wrestling telecast. This major sport, which TV developed, is being fed from a number of sources to parasite stations all over the country. Those who have no local originations get their goldenlocked dandies via the cable, kines or film from as many as 7 arteries.

Some major sources are: <u>DuMont</u>, feeding its New York & Chicago wrestling to at least 24 stations...<u>ABC</u>, whose wrestling is carried by at least 12 stations...<u>CBS</u> which is sending its wrestling to some 7 stations during the summer...<u>Crosley</u>, staging its own in a closed arena to invited guests and marketing it to at least 6 stations...<u>KTLA</u>, originating the very popular "Wrestling From Hollywood" kine, which a random check shows on 21 stations.

Recent innovations are girls on WATV and midgets on WPIX. And almost all these programs are sponsored.

NETWORK COVERAGE

SYNDICATED

ABC WRESTLING WENR - Chicago WCPO - Cincinnati WEWS - Cleveland WJZ - New York WTVN - Columbus WHIO - Dayton WXYZ - Detroit WLAV - Grand Rapids WJAC - Johnstown WNHC - New Haven WNAC - Boston WAAM - Baltimore CBS WRESTLING WCBS - New York WBNS - Columbus WJEK - Detroit WCAU - Philadelphia KSL - Salt Lake City KPIX - San Francisco WHEN - Syracuse	DUMONT WRESTLING-NY&CHI WAED - New York WGN Chicago WAAM - Baltimore WTTG - Washington WNAC - Boston WSPD - Toledo WNBF - Binghampton WCPO - Cincinnati WXEL - Cleveland WTVN - Columbus WHIO - Dayton WJEK - Detroit WLAV - Grand Rapids KPRC - Houston WSAZ - Huntington WJAC - Johnstown KTSL - Los Angeles WNHC - New Haven KMTV - Omaha WFIL - Philadelphia KPIX - San Francisco	WRESTLING FROM HOLLYWOOD KTLA - Los Angeles WBKB - Chicago WBAL - Baltimore WCPO - Cincinnati WXEL - Cleveland WBNS - Columbus WFAA - Dallas WOC - Davenport WHIO - Dayton WGAL - Lancaster WAVE - Louisville WTAR - Norfolk WFIL - Philadelphia WOW - Omaha WJAR - Providence WTVR - Richmond KDYL - Salt Lake City KFMB - San Diego WSYR - Syracuse WTOP - Washington WSB - Atlanta
WENS - Columbus WJEK - Detroit WCAU - Philadelphia KSL - Salt Lake City KPIX - San Francisco WHEN - Syracuse CROSLEY WLW-T - Cleveland WLW-C - Columbus WLW-D - Dayton WAGA - Atlanta	WSAZ - Huntington WJAC - Johnstown KTSL - Los Angeles WNHC - New Haven KMTV - Omaha WFIL - Philadelphia	WTVR - Richmond KDYL - Salt Lake City KFMB - San Diego WSYR - Syracuse WTOP - Washington
KRÓN - San Francisco WAFM - Birmingham		

BOXING SOMEWHAT LIGHTER ON SCHEDULES

Summer seems to take a little toll on boxing. Minus their Friday night Madison Square Garden features, NBC affiliates are carrying a series of sports films for Gillette. CBS Wednesday feature fights are also off for the summer. ABC Chicago fights go to at least 8 stations, DuMont's to at least 11.

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BOXING (Continued)

NETWORK COVERAGE

GILLETTE CAVALCADE	OF SPORTS-NBC	ABC BOXING
WNBT - New York	WTMJ - Milwaukee	WENR - Chicago
WSB - Atlanta	KSTP - Minneapolis	WJZ - New York
WBAL - Baltimore	WNHC - New Haven	WTVN - Columbus
WBZ - Boston	WTAR - Norfolk	WEWS - Cleveland
WBEN - Buffalo	WDSU - New Orleans	WJAC - Johnstown
WNBQ - Chicago	WKY - Oklahoma City	WGAL - Lancaster
WNBK - Cleveland	WOW - Omaha	WAAM - Baltimore
WLW-T- Cincinnati	WPTZ - Philadelphia	WNAC - Boston
WLW-C- Columbus	WJAR - Providence	
WLW-D- Dayton	WTVR - Richmond	DUMONT BOXING
WWJ - Detroit	WHAM - Rochester	WABD - New York
WICU - Eire	KING - Seattle	WAGA - Atlanta
WBAP - Fort Worth	KFMB - San Diego	WNBF - Binghampton
WLAV - Grand Rapids	KRON - San Francisco	WNAC - Boston
KPRC - Houston	KSD - St. Louis	WFAA - Dallas
WJAC - Johnstown	WRGB - Schenectady	KPRC - Houston
WDAF - Kansas City	WSYR - Syracuse	WSAZ - Huntington
WGAL - Lancaster	WSPD - Toledo	WMCT - Memphis
WJIM - Lansing	KOTV - Tulsa	WTVJ - Miami
KNBH - Los Angeles	WKTV - Utica	KMTV - Omaha
WAVE - Louisville	WNBW - Washington	KSL - Salt Lake City
WMCT - Memphis	WDEL - Wilmington	

RACING & TROTTING DON'T SELL

NBC, who,along with CBS favors the special event type of sports coverage, has had wide station acceptance but poor sponsor results with its afternoon horse racing and evening trotting from New York tracks. Although picked up by at least 22 affiliates, the trotters are mainly unsponsored, as were the races earlier in the summer. CBS did sell the Kentucky Derby & Preakness events, however.

Out-of-town stations meet with varying success also....WMAR Baltimore did the races from Pimlico & Havre de Grace....KTTV Los Angeles shows films of the day's races in the evenings...WTVJ Miami carried races from Hialeah and an independent package firm had little commercial success in marketing films of the races during the winter....WWJ Detroit and WRGB Schenectady both carry harness racing. But, in the main, except for special events, racing has not made its mark felt.

NETWORK COVERAGE

NBC TROTTING

WNBT	- New York	WBZ - Boston
WNBW	- Washington	WRGB - Schenectady
WNBQ	- Chicago	WWJ - Detorit
WNBK	- Cleveland	WLAV - Grand Rapids
WSYR	- Syracuse	KSD - St. Louis
WDEL	- Wilmington	WGAL - Lancaster
WBAL	- Baltimore	WJIM - Lansing
WBEN	- Buffalo	

WMCT	-	Memphis
WTMJ	-	Milwaukee
WNHC	-	New Haven
WTAR	-	Norfolk
WJAR	-	Providence
WIVR	-	Richmond
WPTZ	-	Philadelphia

BOXING, RACING AND TROTTING

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WKY - Okla City -- Let's Go Fishing WTCN - Minneapolis -- Hunting & Fishing KLAC - Los Angeles -- Fishing's Fun KFI - Los Angeles --Western Fishing KECA - Los Angeles --Hunting & Fishing WXYZ - Detroit -- Woods & Waters

GOLF & TENNIS ARE SPECIAL EVENTS

NBC has covered the Forest Hills tennis tournaments for the past two years, and are covering them again this year. The network also picked up the Wykagyl golf tournament from Rye, N.Y. for Palm Beach Fabrics for the second year. Coverage of the golf tournament necessitated the re-arranging of the course so that the camera and mobile trucks could be placed in a central location. Both the golf & tennis are an example of NBC's feeling that network sports should be special event sports.

Other stations with golf programs are: WOR with the Johnny Farrell Golf Club....WFAA Dallas with a program devoted to golf tips called "Golf Gab".... WNBW Washington with another show consisting of golfing hints....WAAM Baltimore which covers golf with "Golfing Is Your Game.

ROLLER DERBY IS A TV BABY

The Roller Derby, a sport that television built, can be seen on some 18 ABC affiliates. Blatz beer is so pleased with the show that it has renewed its sponsorship for another 52 weeks, starting Sept 28. Lucky Strike will enter the fold of Roller Derby sponsors Sept 12, when the event adds a Tuesday night segment, making it a 4-times weekly feature. Lucky Strike will pick up the last $\frac{1}{2}$ hour.

NETWORK COVERAGE

		ABC ROLLER DERBY	
WJZ -	New York	WEWS - Cleveland	WTMJ - Milwaukee
WMAL -	Washington	WXEL - Cleveland	WNHC - New Haven
WAAM -	Baltimore	WTVN - Columbus	WFIL - Philadelphia
WNAC -	Boston	WHIO - Dayton	KGO - San Francisco
WENR -	Chicago	WXYZ - Detroit	KSD - St. Louis
WCPO -	Cincinnati	WFBM - Indianapolis	WSPD - Toledo

THE STOCK CAR DERBY

An outgrowth of West Coast hot rod races, the Stock Car Derby is now carried on several stations. and promoted by TV, as are its variations.

WPIX - New York --Stock Car Races WBEN - Buffalo -- Stock Car Races WTMJ - Milwaukee -- Stock Car Races WATV - Newark -- Stock Car Races KTLA - Los Angeles - Jalopy Derby WXYZ - Detroit -- Hotrod Races KLAC - Los Angeles -- Motor Polo WMCT - Memphis -- Midget Auto Races WKY - Oklahoma City - Midget Races WJAR - Providence -- Auto Races KING - Seattle -- Speedway and a state of the second state A second state of the second state

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SYNDICATED SPORTS FILMS GET A PLAY

Syndicated sports films have a good sponsor record and wide distribution. Top Views In Sports is carried by at least 19 stations, This Week In Sports by at least 10. Other syndicated shows include Sports Album, Sports Scholar, Sports Digest & others. These are supplemented by sports news shows, or - at the very least - scores included in regular news casts.

	THE SYNDICATED SHOWS	
TOP VIEWS IN SPORTS	THIS WEEK IN SPORTS	SPORTS SCHOLAR (Continued)
WKTV - Utica	WEWS - Cleveland	WHAS - Louisville
WNBW - Washington	WJEK - Detroit	KPIX - San Francisco
WOR - New York	WFBM - Indianapolis	WSPD - Toledo
KGO - San Francisco	WJIM - Lansing	
KING - Seattle	KTSL - Los Angeles	SPORTS DIGEST
KSD - St. Louis	WTVJ - Miami	WOW - Omaha
WSPT - Toledo	WTMJ - Milwaukee	KSD - St. Louis
WENR - Chicago	WFIL - Philadelphia	
WFAA - Dallas	WSPD - Toledo	SPORTS PICTURE
WLAV - Grand Rapids	WBAL - Baltimore	WTMJ - Milwaukee
WFMY - Greensboro		
WDAF - Kansas City	SPORTS ALBUM	SPORTSFOLIO
WGAL - Lancaster	WFAA - Dallas	goes to several
WTMJ - Milwaukee	WFEM - Indianapolis	stations affiliated
WJIM - Lansing	WNHC - New Haven	with DuMont
WDSU - New Orleans		
WKY - Oklahoma City	SPORTS SCHOLAR	
KNBH - Hollywood	WBEN - Buffalo	
WCAU - Philadelphia	WENR - Chicago	

SYNDICATED FILL'S

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SPONSORS OF TV SUMMER SPORTS

The following list of TV summer sports sponsors is divided into three categories: beer sponsors; automotive sponsors and miscellaneous sponsors, including appliance distributors, department stores, etc. Beer sponsors lead the way with shows on 59 stations, automotive sponsors next with 34 stations.

KEY - TV STATIONS BY CALL LETTERS

KECA-TV			Newark Louisville	WHAS-TV	Rochester Louisville		Washington New Haven
KFI-TV	L. A.		Baltimore	WHEN	Syracuse	WOAI-TV	San Antonio
KFMB-TV	San Diego		Fort Worth	WHIO-TV	•	WOC-TV	Davenport
KGO-TV	San Fran	WBEN-TV	Buffalo	WICU	Eire	WOR-TV	N. Y.
KING-TV	Seattle	WBKB	Chicago	WJAC-TV	Johnstown	WOW-TV	Cmaha
KLAC-TV	L. A.	WBNS-TV	Columbus	WJAR-TV	Providence	WPIX	N. Y.
KPRC-TV	Houston	WBRC-TV	Birmingham	WJEK-TV	Detroit	WPTZ	Phila
KMTV	Omaha	WBTV	Charlotte	WJIM-TV	Lancing	WRGB	Schenect'y
KNBH	L. A.	WBZ-TV	Boston	WJZ-TV	N. Y.	WSAZ-TV	Huntington
KOTV	Tulsa	WCAU-TV	Phila	WKRC-TV	Cincinnati	WSB-TV	Atlanta
KPHO-TV	Phoenix	WCBS-TV	N. Y.	WKTV	Utica	WSPD-TV	Toledo
KPIX	San Fran	WCPO-TV	Cincinnati	WKY-TV	Okla City	WSYR-TV	Syracuse
KRLD-TV	Dallas	WDAF-TV	Kansas Cty	WLAV-TV	Gr Rapids	WTAR-TV	Norfolk
KRON-TV	San Fran	WDEL-TV	Wilmington	WLW-C	Columbus	WTCN-TV	Minneap
KSD-TV	St Louis	WDSU-TV	N'Orleans	WLW-D	Dayton	WTMJ	Milwaukee
KSL-TV	Salt Lake	WDTV	Pittsburgh	WLW-T	Cincinnati	WTOP	Washington
KSTP-TV	Minneap	WENR-TV	Chicago	WMAL-TV	Washington	WTTG	Washington
KTLA	L. A.	WEWS	Cleveland	WMAR-TV	Baltimore	WTTV	Bloomington
KTSL	L. A.	WFAA	Dallas	WMCT	Memphis	WTVJ	Miami
KTTV	L. A.	WFBM-TV	Indianap	WNAC-TV	Boston	WTVN	Columbus
WAAM	Baltimore	WFIL-TV	Phila	WNBF-TV	B'hampton	WTVR	Richmond
WABD	N. Y.	WFMY-TV		WNBK	Cleveland	WXEL	Cleveland
WAFM-TV	Birmingham		Lancaster	WNBQ	Chicago	WWJ-TV	Detroit
WAGA-TV		WGN-TV	Chicago	WNBT	N.Y.	WXYZ-TV	Detroit
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BEER SPONSORS

Atlas Blatz	WBKB WJZ, WENR, WCPO	Shares sponsorship of Cubs afternoon baseball. All or part of Roller Derbyalso WEWS, WTVN, WSPD, WXYZ, WFIL, WFBM, WMAL, WNAC
Berger Berghoff Braumeister Ballantine	WCPO, WBNS, WHIO WFBM, WJIM, WLAV WCPO WABD, WGAL, WNHC	Home games of Cincinnati Reds on these stations This Week In Sports(2), Top Views In Sports(1) Sports News several days weekly
Carling	WFIL, WPTZ, WCAU WAGA, WSPD, WDEL WTVN	Athletics Baseball(4) News broadcasts following game or late in eve; Wrestling on WTVN
Copenhagen Castle Drewry Duquesne	WXEL WJIM WDTV	Wrestling Top Views In Sports Wrestling
E&B Erin (Standard) Erlanger East Side Falstaff	WXYZ, WSPD WXEL WCAU KLAC WAFM, WBAP, KMTV	Wrestling Home games of Cleveland Indians Wrestling Alt Hollywood Stars Baseball Browns Baseball; wrestling; boxing; news
	WOC, KSD, WOW, WI	DSU, WMCT, KPRC, KSD

****NOTE: Number in parenthesis refers to number of stations carrying show

ROSS REPORTS

SUMMER SPORTS SPONSORS (more)

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SPONSORS OF TV SUMMER SPORTS (Continued)

BEER SPONSORS (C	Cont)	
Fort Pitt	WDTV, WEWS, WTVN WICU, WJAC	Wrestling; boxing
Falls City	WFBM, WAVE	Wrestling; boxing
Gluck	KSTP	Minneapolis Millers Baseball
Griesedieck	KSD	St Louis Cardinals Baseball
Goebel	WWJ	Detroit Tigers Baseball
Grand Prize	KRLD	Dallas Eagles Baseball
Gunther	WAAM, WMAR	Baltimore Orioles Baseball(WMAR); news(2)
Hanm	WTCN	St Paul Baseball
Hornung	WFIL	Wrestling
Haberle	WSYR	Sports news
Iron City	WDTV	Wrestling; boxing
Iroquois	WBEN	Pregame interviews; short news
Krueger	WABD	Boxing
L.A. Brewing	KFI	L.A. Angels Baseball
Maier	KECA	Wrestling
Moore & Quinn	WSYR	Wrestling
Meisterbrau	WGN	Chicago Cubs Baseball
National	WMAR, WXEL, WTOP WTVR, WTAR	<pre>Hollywood wrestling(3); wrestling(1); sports news(1)</pre>
Narragansett	WBZ, WJAR	Splits Boston Red Sox & Braves Baseball
Oertel	WAVE	Sports news
Ortleib	WCAU	Sports film
Pabst	WEWS, WJBK, WNBF	Wrestling films; wrestling; trotting
Red Top	WLW-C	Wrestling
R&H	WPIX	Boxing
Peter Fox	WGN	Chicago White Sox Baseball
Rheingold	WENR, WBKB	Sports films
Regal	WDSU	Top Views In Sports
Regal Amber	KPIX	San Francisco Seals Baseball
Richbrau	WTVR	Sports News
Schaefer	WNHC, WOR	Dodger Baseball
Schmidt	WFIL	Wrestling; boxing
Stag	WMCT, KSD	Wrestling(2); Roller derby(KSD)
Geo P. Stein	WBEN	Wrestling
Edelweiss	WNBQ	Film highlights of day's game in Chicago

	MOTOR AND M	OTOR PRODUCTS SPONSORS

Atlantic Refining Buick Dealers Cadillac Dealer	WFIL, WPTZ, WCAU KING WNBK	Alt Phillies & Athletics BBalso on WGAL News of Sports Sports news and films
Chevrolet Dealers	WJAR, WNAC, WHIO	Boston Brave & Red Sox(3); BB interviews(2);
	WBZ, WHAM, KFMB,	KFI Top Views In Sports(1); Wrestling(1); news
Chrysler Dealers	WBKB, WJBK	Splits sponsorship of aft Cubs BB(1); news(1)
Cities Service	WNHC	Sports film
Courtney Motors	WENR	Wrestling
Dodge Dealer	WJBK	This Week In Sports
Fine Thomas Mtrs	WGN	Pre Cubs BB interviews
Ford Dealers	WNBQ, WNHC, WRGB	Roller derby(1); Top. Views In Sports(1); Film
	WOR, KGO, WJZ	highlights of day's Chi BB(1); wrestling(3
Genèral Tire	WRGB	Sports film
Hambleton Oil	WBEN	Sports news
Hudson Dealers	KRON, WGN	Wrestling
Kaiser-Frazer	KLAC	Fishing program

ROSS REPORTS

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SPONSORS OF TV SUMMER SPORTS (Continued)

MOTOR SPONSORS (Continued)

Miller Motors Morley Bros Nash Dealer Oldsmobile Dlr Plymouth Dealer Pontiac Dealers Ray Motors	WGN WXYZ WENR WJBK WJBK WXYZ, KFI, WKY KMTV, KGO, KSD WGN	<pre>Wrestling Baseball news Sports film Wrestling Sports quiz; news Hunting & fishing(1); L.A. Angels BB(1); Top Views In Sports(3); boxing(1) Wrestling</pre>
Richfield Oil	KLAC	Postgame interviews
Sabini Motors	WGN	Wrestling
Sinclair Oil	WGN, WTVN, WWJ	Wrestling
Stanway Motors	KPIX	Sports Scholar (film)
Studebaker Dlrs	WPIX, WFIL, KSD	News; H'wood wrestling; Laraine Day pre BB
Vermount Motors	KFI	Wrestling
Walker Motors	WXYZ	Wrestling
	MISCELI	LANEOUS SPONSORS

Wrestling

Wrestling

Sports news

Baseball commentator

Top Views In Sports

Baseball news;

Baseball news

Baseball news

Sports news

Sports news

Wrestling

Wrestling

Pre Baseball interviews

Pre baseball interviews

Wrestling personalities

Indianapolis home games

Wrestling; auto races;

Jack Of All Sports (splits)

Jack Of All Sports (splits)

Top Views In Sports

Pregame interviews

Pregame interviews

Midget auto races

This Week In Sports

Pregame interviews

Pregame interviews

Postgame interviews

Fishing program

Dallas Eagles Baseball; sports film

Pre White Sox Baseball interviews

Cleveland Indians BB(5); Atlanta Crackers BB(1)

Top Views In Sports(1); wrestling(1)

sports news

Pre Chicago baseball interviews

Admiral Distib
Honor Brand Foods
Fritos
Minute Maid Foods
Consol Appliance
General Cigar
I & F Wine
Industrial Blower
Lyons RotoTenner
Nelson Brothers
Philco Distribs

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KSTP

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WNHC

WOR, WNHC

KFI

KING, KPRC, WBNS

KTLA, KPIX, KING

WHAM, WBEN

WLW-C, WLW-D, WAGA,

WGN

Squirt Seven-Up West Texas Appli LaZenda Cigar Coolerator Morgan Trucking Grant Stores RCA Victor Commonwealth L. Strauss Western Fishing Farmers Insurance Hoffman Radio, TV Stewarts Store Felix Williams Motorola Schilling Major Appliances Nutrema Minneap Sav'gs Ehlers Coffee G-E Supply

ROSS REPORTS

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Wrestling

SUMMER SPORTS SPONSORS (more)

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SPONSORS OF TV SUMMER SPORTS (Continued)

MISCELLANEOUS SPONSORS (Continued)

Walco Sporting	WAGA		Hunting & fishing program
Athletic Supply	WSPO		Sports news
Grunbaum Furniture	KING		Wrestling
Forman	WHAM		Pre baseball interviews
Maison Blanche	WDSU		Wrestling
Salem Dept Store	WDSU		Golf program
Boston Store	WLAV		Wrestling
Holmes Dept Store	WDSU		Sports Corral
Bayou-St John	WDSU		Film highlights (Sports Briefs)
Geo J. Schultz	WTAR		Splits Portsmouth Baseball
Security Van	WTAR		Splits Portsmouth Baseball
Progress Co.	WKY		Wrestling
Nebraska Clothing	KMTV		Names You Know In Sports
Land Title Bank	WCAU		Top Views In Sports
Cigar Enjoyment	WJZ, WFIL		Wrestling interviews
Dr Ross Dog Food	KPHO		Softball games
Packard-Bell Appli	KPHO, KDYL		Softball(1); wrestling(1)
Columbia Music Str	WHAM		Hollywood wrestling
Emerson	KPIX		
			Wrestling
Westinghouse Ban Manaha	KING		Seattle Raniers Baseball; auto racing
Bon Marche	KING		Seattle Raniers Baseball; auto racing
G-E Distrib	KING		Wrestling
Fahey-Brockman	KING		Sports Thrills Of A Lifetime (film)
Edgewater Appli	WSPD		Sports news
Gerlinger Equip	WSPD		This Week In Sports
Variety Club	WSPD		Sports Scholar
Chesterfield	WPIX, WTTG		Giants Baseball; Washington Senators Baseball
Philip Morris	WABD		Dizzy Dean. pre Yankees Baseball
Winston Stores	WPIX		Pre baseball quiz
Curtiss Candy	WOR		Pre baseball chatter
Gillette	WNBT		Cavalcade Of Sports on the following stations:
			KOTV, WSB, KING, WDAF, WKY, WAVE, KRON,
			KPRC, WTAR, WDEL, WGAL, WBZ, WJAR, WRGB,
			WSYR, WKTV, WHAM, WWJ, WBAL, WBEN, WNBQ,
			WNBK, WIW-C, WIW-D, WIW-T, WICU, WBAP,
			WLAV, WJAC, WJIM, KNBH, WMCT, WTMJ, KSTP,
			WNHC, WDSU, WOW, WPTZ, WTVR, KFMB, KSD,
			WSPD, WNBW
Haverty Furniture	WAFM		Wrestling
United Airlines	WGN		Post Chicago White Sox Baseball interviews
Walgreens	WGN		Post Chicago Cubs Baseball interviews
Utica Club	WEWS		This Week In Sports
Vitalis	WXEL		Cleveland Indians pregame interviews
Home Craft Pub	WXEL, WJBK,	WHEN	Wrestling interviewsalso on WSPD
Horn Williams	KRLD		Sports news
Pepsi-Cola	WJBK		Sportsinews
Speedway	WJBK		Wrestling
Times Stores	WICU		Sports news
Keystone	WICU		Sports news
Skillern	WBAP		Sports news
Boyle-Midway	KTLA		Jalopy derby
Frank Beverages	WCAU, WFIL,	WPTZ	Pregame interviews (pre Atlantic Gas sponsored
Grant Hardware	WOAI		Wrestling /games)
Sunset Appliance	WABD, WPIX		Wrestling
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SUMMER SPORTS SPONSORS

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WOR-TV COVERS THE DODGERS FOR SCHAEFER BEER

Marked by Innovations in Camerawork & Commercials

Although some amazing progress has been made in all forms of television sports coverage, perhaps the most obvious and noteworthy is the way in which the handicaps of baseball's spacious parks and widely distributed players have been overcome. Various contributing factors include the fabulous Zoomar lens, additional cameras, better facilities provided by park owners, larger viewing screens which pick up more detail, and - most important - experience....the development of visual techniques through trial and error, and the close harmony of operation between announcer and camera director.

While smaller stations are still largely restricted to the limitations of two camera coverage (one behind home plate and the other between home and first base), telecasters in New York and other major league cities are doing things with from four to seven cameras that were never equaled by bleacher viewing.

WOR-TV's coverage of the Dodger games for Schaefer Beer is setting a fine example with respect to camerawork and sports commercials.

SPONSOR: F & M Schaefer Brewing	ASST DIRECTOR:	John Horstmann
AGENCY : B.B.D.&O.	ANNOUNCERS :	Red Barber
SUPERVISOR: Walter Tibbals, BBDO		Connie Desmond
DIRECTOR: Ralph Giffen, WOR-TV		Vince Scully
STAFF: 5 cameramen, 1 relief, 2 video sh	naders, 1 audio man,	2 assistants from
the agency who work with the comm	mercials.	

<u>CAMERA PLACEMENT</u> is dependent upon the physical setup of the park. Working in the comparatively close confines of Ebbets Field, director Ralph Giffen who is a veteran of a two camera setup at WBZ-TV Boston, is able to make the most effective use of four cameras for play-by-play. In addition, he has control over the 1 camera used in the commercial booth, while his assistant John Horstmann handles the two cameras covering Happy Felton's Knethole Gang before the game(Curtise Candy) and Bob Edge's Clubhouse Quiz after the game (Ehler's Coffee).

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Giffen, who never gets to actually see a game in the flesh, works from a control booth high in back of home plate, staying in touch with his cameras by microphone and buzzer. He's devised the following camera setup:

- Camera #1 -- Over the 3rd base dugout; it's equipped with the Zoomar for the day games; its job is to spot outfield catches, as well as the introduction of lefty batters, bullpen workers, & the scoreboard.
- Camera #2 -- Set in the broadcasting booth above home plate, this is the basic camera, used for the pitcher-catcher shot, as well as for follow-ing the ball and for getting a wide angle view of the park.
- Camera #3 -- Located between 1st base and home plate, this camera follows the baserunner, picks up foul balls, spotlights the pitcher and the visiting bullpen, and covers the left side of the infield. (either #1 or #3 are expendable, but it is an asset to have them both).
- Camera #4 -- Adjacent to the Dodger dugout between home and 1st base, this camera is an innovation this year. It serves to introduce right handed batters, gives closeups of the pitcher, and covers plays at the plate -- giving the ground level approach.

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SOME OF GIFFENS TECHNIQUES that have won good notices for Dodger telecasts are based on such theories as: It's better to follow the players than the baseball....try for matching shots of the same subject when switching from a long shot to a close-up....try to anticipate the play....use the wide angle shot from behind home plate between innings to relieve any feeling of claustrophobia....

If he had another camera, Giffen says that he'd place it on the ground slightly off line with the pitcher and catcher on the 1st base side, so that he could show the actual pitches more definitely. But for the most part he's mighty happy with the freedom that four cameras give him.

Worthy of note are two innovations by other New York stations. During the World Series last year, WAED, the DuMont outlet, used a camera in the right field bleachers to get an unusual view of the pitcher-batter-catcher subject This year, in addition to the dugout camera, WPIX has initiated the "wipe" technique of switching shots. All the stations are now superimposing pictures of the baserunner and the pitcher and similar interesting approaches to the play.

FROM THE BROADCASTER'S VIEWPOINT, television is now a much better deal than it was a year or two ago. No longer required to follow the director's roving camera, the Dedger trio of announcers - Barber, Desmond & Scully have both an assistant director and a mechanical system through which to contact Giffen if they wish the camera turned on some special target. The mechanical system is based around a model baseball diamond equipped with strategically-placed lights. If the announcer does not wish to interrupt his monologue to give instructions to the AD sitting next to him, he merely flicks the switch of the light nearest the point on the field he's after and a duplicate board lights up in the control room, giving the director his cue.

A bigger problem, according to the broadcasters, is the difficulty of attuning commentary to first radio and then TV - since the trio divides the AM-TV chore. The differences in tempo of speech and the difficulty of remembering the different sponsors (Schaefer shares AM coverage with Post Cereals) are annoying at any rate. Interesting is the fact that the broadcasters claim it is easie: to slow down their commentary for television than to speed up for radio.

SCHAEFER COMMERCIALS ARE UNIQUE & WELL INTEGRATED

Under the supervision of BED&O's Walt Tibbals, the Schaefer commercials strive for a simple, personalized approach - preferring live spots to film in order to get variety, warmth and adaptability to any particular situation. A typical commercials schedule during a ball game might find first a bar sequence, then a film spot, then a scene in a grocery, then the introduction of a salesman via a picture, then a public service plug, followed by a kitchen scene, then an ad lib by the broadcaster, then a bar scene again, winding up with an animated film spot. Commercials are usually inserted at the middle of the first and succeeding innings, since it is felt that with the home team coming up to bat there is a heightened interest on the part of the viewer. All voice over narration is by the announcer in order to maintain the close connection with the audience.

Almost a trademark of this year's Schaefer commercials is the "beer-drinking camera", which is used three or four times a game. The beer is actually poured "into" the camera by means of good coordination on the part of the hand which raises the beer glass toward a special guiding frame, as well as the cameraman and the broadcaster who watches the action on his monitor in order to synchronize his voice with the action. Schaefer uses cold beer for the commercials in order to insure the right head. Incidentally, while the team is away, both the camera crew and the commercials crew work to develop new techniques, new art work, scripts and sales gimicks for the return

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SUMMER SPORTS COVERAGE BY STATIONS

Dealers & Narragansett Beer

Dealers & Narragansett Beer

Wine, Western Savings Bank

ATLANTA, GA - WAGA-TV BOSTON, MASS - WBZ-TV Cracker Baseball - Philco Distrib Braves & Red Sox Baseball - Chevrolet Cracker Warmup - Minute Maid Baseball Scoreboard - Carling's Ale NBC Trotting - Participations Dug-out Dope - Honor Brand Foods Bump Hadley Sports - Chevrolet Dealers WLW Wrestling - Participations Bill Stern - Sustaining DuM Boxing - Participations Inside Outdoors - Walco Sport Goods BOSTON, MASS - WNAC-TV Sports News - Sustaining Braves & Red Sox Baseball - Chevrolet Sports Matinee - Participations ATLANTA, GA - WSB-TV Hollywood Wrestling - Participations Post Game Interviews - Participations ABC Roller Derby - Blatz Beer ABC, DuM Wrestling - Participations BALTIMORE, MD - WAAM DuM Wrestling - Participations ABC Chi Wrestling - Participations BUFFALO, N.Y. - WBEN-TV Cleveland Indians BB - Philco Distrib DuM Chi Wrestling - Participations ABC Chi Boxing - Participations Pre-Game - Squirt or Iroquois Beer Golf Is Your Game - Sustaining Wrestling - Stein Brewery ABC Roller Derby - Participations NBC Trotting - Participations Last Minute Headlines - Gunther Beer Stock Car Races - Sustaining Sunday Sports Roundup - Sustaining Cavalcade Of Sports - Gillette Sports News - Sustaining Sports Review - Hambleton Oil Sports Spotlight - Iroquois Beer, I&F BALTIMORE, MD - WBAL-TV Hollywood Wrestling - Participations Sport Scholar - Sustaining NBC Trotting - Participations Jamaica Races - Sustaining CHARLOTTE, N.C. - WBTV N.Y. Wrestling - Participations Cavalcade Of Sports - Gillette This Week In Sports - Sustaining N.Y. Boxing - Participations BALTIMORE, MD - WMAR-TV CHICAGO, ILL - WBKB Cubs BB - Chrysler Dealers & Atlas Beer Orioles Baseball - Gunther Beer Wrestling - Participations Bleacher Club - Lyons Roto-Tenner Sports Parade - National Brewing What's The Score? - Baer Bros. Sports Parade - Sustaining Hollywood Wrestling - Participations Scoreboard - Sustaining CHICAGO, ILL - WENR-TV Girls Baseball - Participations BINGHAMPTON, N.Y. - WNBF-TV DuM Wrestling - Sustaining Chi Wrestling - Courtney Motors DuM Boxing - Sustaining Tommorrows Champions (Boxing) - Partic Roller Derby - Blatz Beer Boxing - Pabst Roller Derby - Sustaining Top Views In Sports - General Cigar BIRMINGHAM, ALA - WAFM-TV Amateur Baseball - Sustaining Sports Capade - Hauser-Nash Dealers Wrestling - Haverty Furniture Sport Scholar - Rheingold Beer Wrestling - Falstaff Beer CHICAGO, ILL - WGN-TV WLW Wrestling - Participations White Sox Baseball - Peter Fox Beer Baseball Scoreboard - Sustaining Cubs Baseball - Meisterbrau Beer BIRMINGHAM, N.Y. - WBRC-TV White Sox Pregame - Industrial Blowers Wrestling - Consolidated Appliances Cubs Pregame - Fine Thomas Motors Boxing -Sustaining Pregame Interviews - Nelson Bros Furnit White Sox Postgame - United Airlines BLOOMINGTON, IND - WTTV

Cubs Postgame - Walgreens Wrestling - Hudson Dlrs, Sinclair Oil, Miller Mtrs, Sabini Mtrs, Ray Mtrs

ROSS REPORTS

DuM Wrestling - Participations

- page 19 -

SUMMER SPORTS COVERAGE(more)

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SUMMER SPORTS COVERAGE (Continued)

CHICAGO, ILL - WNBQ NBC Trotting - Sustaining Cavalcade Of Sports - Gillette. BB News - Ford Dlrs, Edelweiss Beer

CINCINNATI, OHIO - WCPO-TV Cincinnati Reds BB - Berger Beer DuM Wrestling - Sustaining ABC Wrestling - Sustaining Hollywood Wrestling - Sustaining Roller Derby - Blatz Beer Boxing - Sustaining Sports Picture - Braumeister Beer Sports News - Braumeister Beer Sports News - Sustaining

CINCINNATI, OHIO - WKRC-TV CBS Wrestling - Sustaining Sports Shots - Sustaining

CINCINNATI, OHIO - WLW-T WLW Wrestling - Sustaining

- CLEVELAND, OHIO WEWS Chi Wrestling - Sustaining ABC Chi Wrestling - Fort Pitt Beer CBS N.Y. Wrestling - Fort Pitt Beer Wrestling Films - Pabst Beer Dayton Wrestling - Sustaining Roller Derby - Blatz Beer Roller Derby - Sustaining This Week In Sports - Utica Club
- CLEVELAND, OHIO WNBK NBC Trotting - Sustaining Sports Show - Central Cadillac Cavalcade Of Sports - Gillette

CLEVELAND, OHIO - WXEL Cleveland Indians BB - Erin Beer Pregame - Vitalis DuM Wrestling - Copenhagen Castle Beer DuM Wrestling - Farticipations Wrestling Interviews - Home Craft Publ Hollywood Wrestling - National Beer Roller Derby - Participations Sports Flashes - Participations

COLUMBUS, OHIO - WBNS-TV Cleveland Indians BB - Philco Dlrs CBS Wrestling - Sustaining Hollywood Wrestling - Participations COLUMBUS, OHIO - WLW-C Cleveland Indians BB - Philco Distrib Wrestling - Admiral Distributors Wrestling - Carling Beer Trotting - Participations

- COLUMBUS, OHIO WTVN DuM N.Y. Wrestling - Carling Beer ABC Chi Wrestling - Sinclair Oil ABC Chi Boxing - Fort Pitt Beer DuM Chi Wrestling - Beer Sponsor Roller Derby - Blatz Beer Baseball Scoreboard - Sustaining Sports Picture - Sustaining
- DALLAS. TEXAS WFAA-TV Wrestling Warm-Up - Participations Hollywood Wrestling - Participations DuM Boxing - Participations Golf Gab - Sustaining Sports Album - Sustaining George White's Sportscast - Partic Top Views In Sports - Sustaining
- DALLAS, TEXAS KRLD-TV Eagles BB - Grand Prize Beer, Fritos Sports In The News - Sustaining Scoreboard - Horn Williams Sports Revue - Fritos

DAVENPORT, IOWA - WOC-TV Hollywood Wrestling - Participations Telesports Digest - Falstaff Beer Cavalcade Of Sports - Gillette

DAYTON, OHIO - WHIO-TV Cincinnati Reds BB - Berger Beer Postgame - S.W.S. Chevrolet (Dlr) DuM Chi Wrestling - Sustaining ABC Chi Wrestling - Participations Hollywood Wrestling - Sustaining Roller Derby _ Participations

DAYTON, OHIO - WLW-D Cleveland Indians BB - Philco Distrib

DETROIT, MICH - WWJ-TV Detroit Tigers BB - Goebel Beer Postgame Scores - Sustaining Wrestling - Sinclair Oil Cavalcade Of Sports - Gillette NBC Trotting - Participations Harness Racing - Participations A the second second 7 A Sector

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DETROIT, MICH - WJBK-TV CBS Wrestling - Downtown Oldsmobile DuM Wrestling - Pabst Beer DuM Chi Wrestling - Speedway Wrestling Scene - Home Craft Publishing Sports Telescope - Pepsi-Cola Sports Corner - Sustaining Ed Hayes Sports Page - Participations Sports Show - Chrysler-Plymouth Dlrs This Week In Sports - Dodge Dlrs So You Know Sports - Plymouth Dlrs DETROIT, MICH - WXYZ-TV Local Wrestling - E&B Brewery Local Wrestling - Sustaining N.Y. Wrestling - Walker Motors Tomorrows Champions(Boxing) - Partic Roller Derby - Blatz Beer Roller Derby - Participations Hotrod Races - Participations Baseball Scoreboard - Morley Bros. Woods & Waters - Harvey Mack Pontiac ERIE, PA - WICU Wrestling - Fort Pitt Beer Sports Program - Times Stores Sports News - Keystone Cavalcade Of Sports - Gillette FORT WORTH, TEXAS - WBAP-TV Wrestling - Falstaff Beer BB News - W. Tex. Appliances & LaZenda Sports Previews - Skillern Cavalcade Of Sports - Gillette GRAND RAPIDS, MICH - WLAV-TV White Sox BB - Feter Fox Brewery DuM Wrestling - Boston Store ABC Wrestling - Participations Trotting Races - Participations Cavalcade Of Sports - Gillette Top View In Sports - Berghoff Beer GREENSBORO, N.C. - WFMY-TV Wrestling - Participations Boxing - Participations Sports Scoreboard - Coolerator Top Views In Sports - Morgan Trucking HOUSTON, TEXAS - KPRC-TV (WAS KLEE-TV) Houston Buffs BB - Sustaining Wrestling - Grant Stores, Philco Distr Wrestling - Falstaff Beer DuM Boxing - Participations DuM Sportsfolio - Sustaining Cavalcade Of Sports - Gillette ROSS REPORTS

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HUNTINGTON, W.VA. - WSAZ-TV DuM Wrestling - Participations DuM Boxing - Participations Baseball Scores - Sustaining Sports Almanac - Sustaining INDIANAPOLIS, IND - WFBM-TV Chiefs BB - RCA Victor Dealers Pregame - Commonwealth Loan Wrestling - Falls City Brewing Boxing - Participations Roller Derby - Blatz Beer Roller Derby - Participations Sports Program - L. Strauss This Week In Sports - Berghoff Beer JOHNSTON, PA - WJAC-TV DuM Chi Wrestling - Fort Pitt Beer ABC Chi Wrestling - Fort Pitt Beer ABC Chi Boxing - Fort Pitt Beer Cavalcade Of Sports - Gillette KANSAS CITY, MO - WDAF-TV K.C. Blues BB - Participations Sports News - Participations Sports With Jay Barrington - Partic LANCASTER, PA - WGAL-TV Phillies & Athletics BB - Atlantic Gas & Ballantineaalternate Pregame - Sustaining Wrestling - Participations Hollywood Wrestling - Participations ABC Boxing - Participations Trotting - Sustaining Sports News - Sustaining Sports Final - Participations LANSING, MICH - WJIM-TV Trotting - Sustaining Bill Stern - Sustaining This Week In Sports - Berghoff Brewing Cavalcade Of Sports - Gillette Top Views In Sports - Drewry's Ale LOS ANGELES, CAL - KECA-TV Wrestling - Maier Brewing Hunting & Fishing With Ken Niles - Sus LOS ANGELES, CAL - KFI-TV Angels BB - L.A. Brewery, Pontiac Dlrs Dugout Dope - Felix Chevrolet Wrestling - Vermount Motors Fishing - Western Fishing Line For Sportsmen Only - Participations SUMMER SPORTS COVERAGE(more)

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LOS ANGELES, CAL - KLAC-TV H'wood Stars BB - East Side Beer & Partic Pregame - Farmers Insurance Group Postgame - Richfield Oil Wrestling - Participations Boxing - Participations Motor Polo - Sustaining Fishing's Fun - Kaiser-Frazer Sales Sport News - Sustaining

- LOS ANGELES, CAL KNBH Softball - Participations Cavalcade Of Sports - Gillette Baseball Scores - Sustaining Top Views In Sports - Sustaining
- LOS ANGELES, CAL KTLA Hollywood Wrestling - Hoffman Radio & TV Amateur Boxing - Participations Jalopy Derby - Boyle-Midway & Partic
- LOS ANGELES, CAL KTSL DuM Wrestling - Participations This Week In Sports - Participations
- LOS ANGELES, CAL KTTV Horse Racing - Sustaining
- LOUISVILLE, KY WAVE-TV Cavalcade Of Sports - Gillette boxing - Falls City Beer Sports Special - Sustaining Sports Special - Oertel Beer Baseball Box Scores - Sustaining
- LOUISVILLE, KY WHAS-TV Wrestling - Sustaining Sports Scholar - Sustaining
- MEMPHIS, TENN WMCT Wrestling - Stewart's Wrestling - Stag Beer Wrestling Interviews - Sustaining DuM Boxing - Falstaff Beer NBC Trotting - Sustaining Midget Auto Races - F. T. Williams Cavalcade Of Sports - Gillette
- MIAMI, FLA WTVJ Miami Sun Sox BB - Sustaining Pregame - Sponsored DuM Boxing Participations This Week In Sports - Schilling Jack Of All Sports - Motorola Major Appliance Stores

MILWAUKEE, WISC - WTMJ-TV Wrestling - Participations Stock Car Races - Sponsored Trotting Races - Participation Roller Derby - Participation The Sports Picture - Participation This Week In Sports - Sustaining Cavalcade Of Sports - Gillette

- MINNEAPOLIS-ST PAUL KSTP-TV Millers Baseball - Gluck's Brewery Dugout Interviews - Nutrena, Minneap. Saving & Loan Assn Cavalcade Of Sports - Gillette
- MINNEAPOLIS-ST PAUL WTCN-TV St. Paul Baseball - Hamm Brewing Hunting & Fishing - Sustaining
- NEW HAVEN, CONN WNHC-TV Yankee Baseball - Ballantine Dodger Baseball - Schaefer Pre-Dodger - Ehler's Coffee ABC Wrestling - Ford Motors DuM Wrestling - G-E Supply Trotting - Sustaining Roller Derby - Participation Sports Album - Cities Service Cavalcade Of Sports - Gillette
- NEW ORLEANS, LA WDSU-TV Wrestling - Maison Blanche Dept Store Boxing - Falstaff Beer Open Fairways - Salem Dept Store Sports Corral - D.H. Holmes Dept Store Top Views In Sports - Regal Beer Cavalcade Of Sports - Gillette Sports Briefs - Bayou-St. John
- <u>NEWARK, N.J. WATV</u> Wrestling - Participations Stock Car Races - Participations
- NEW YORK, N.Y. WABD Yankee Baseball - Ballantine Dizzy Dean Pregame - Phillip Morris Dizzy Dean Postgame - Phillip Morris Wrestling - Sunset Appliance Stores Wrestling - Participations Boxing - Participations Wrestling Scene - Cigar Enjoyment Trotting - Participations
- NEW YORK, N.Y. WCBS-TV Wrestling - Sustaining

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SUMMER SPORTS COVERAGE(more)

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NEW YORK, N.Y. - WJZ-TV Wrestling - Ford Dealers Roller Derby - Blatz Beer Roller Derby - Participation Q-Ball Championships - Sustaining

<u>NEW YORK, N.Y. - WNBT</u> Trotting - Sustaining Bill Stern - Sustaining Cavalcade Of Sports - Gillette

<u>NEW YORK, N. Y. - WOR-TV</u> Dodgers Baseball - Schaefer Beer Happy Felton Pregame - Curtiss Candy Clubhouse Quiz Postgame - Ehler's Bushwick Baseball - Participation Wrestling - Participation Boxing - Participation Golf Club - Participation Sports News - Sustaining

NEW YORK, N.Y. - WPIX

Giants Baseball - Chesterfield Laraine Day Pregame - Studebaker Dlrs Batter-Up Pregame - Winston TV Stores Wrestling - Participation Wrestling - Sunset Appliance Stores Wrestling Film - Participation Boxing - R & H Beer Stock Car Races - Participation Sportsreel - Participation

NORFOLK, VA - WTAR-TV Portsmouth Baseball - G.J. Schultz, Security Storage & Van Hollywood Wrestling - National Brewing Boxing - Participation NBC Trotting - Sustaining Cavalcade Of Sports - Gillette

OKLAHOMA CITY, OKLA - WKY-TV Wrestling - Progress Co. Midget Auto Races - Sustaining Let's Go Fishing - Sustaining Top Views In Sports - C-B Pontiac Dlr Sports Picture - Sustaining Cavalcade Of Sports - Gillette

OMAHA, NEB - KMTV DuM Wrestling - Falstaff Beer DuM Boxing - Miller Pontiac Names In Sports - Nebraska Clothing

PHOENIX, ARIZ - KPHO Softball - Packard-Bell Softball - Dr. Ross Dog Food Boxing - Sustaining

OMAHA, NEB - WOW-TV

Hollywood Wrestling - Falstaff Beer Sports Digest - Sustaining Mostly About Sports - Sustaining Cavalcade Of Sports - Gillette

PHILADELPHIA, PA - WCAU-TV

Phillies & Athletics BB (Sun Afts & Wed Eves) - Ballantine, Atlantic Refining (Alternating) Pregames (Atlantic) - Frank Bev Pregames (Ballantine) - Sustaining CBS N.Y. Wrestling - Sustaining Wrestling Film - Erlanger Brewing Bill Sears Sports - Participation Sports Film - Ortlieb Beer Top Views In Sports - Erlanger Beer

PHILADELPHIA, PA - WFIL-TV

Phillies & Athletics BB (Weekdays) -Ballantine, Atlantic Ref (Alntg) Pregame (Atlantic) - Frank Bev Pregame (Ballantine) - Sustaining Wrestling - - Hornung Beer & Partic Hollywood Wrestling - Studebaker Dlrs DuM Chi Wrestling - Schmidt's Beer Wrestling Interviews - Cigar Enjoyment Roller Derby - Blatz Beer Roller Derby - Participation PAL Boxing - Schmidt's Beer This Week In Sports - Participation

PHILADELPHIA, PA - WPTZ Phillies & Athletics BB (Sat Afts) -Ballantine, Atlantic Ref (Alntg) Pregame (Atlantic) - Frank Bev Pregame (Ballantine) - Sustaining NBC Trotting - Participation Cavalcade Of Sports - Gillette

PITTSBURGH, PA - WDTV DuM Chi Wrestling - Duquesne Beer ABC Wrestling - Fort Pitt Beer Wrestling - Iron City Beer N.Y. Boxing - Fort Pitt Beer NBC Trotting - Participation

PROVIDENCE, R.I. - WJAR-TV Red Sox & Braves BB - Narragansett Beer & Providence Chevrolet Dlrs Hollywood Wrestling - Participation Trotting - Participation Auto Racing - Sponsored Bump Hadley Sports - Sponsored Cavalcade Of Sports - Gillette

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- RICHMOND, VA WTVR Hollywood Wrestling - National Brewing Trotting-Participation Scoreboard - Richbrau Beer Sports Light - Richbrau Beer Cavalcade Of Sports - Gillette
- SALT LAKE CITY, UTAH KDYL-TV Wrestling - Participation Hollywood Wrestling - Packard-Bell Sports Scoreboard - Sustaining
- SALT LAKE CITY, UTAH KSL-TV CBS N.Y. Wrestling - Participation DuM N.Y. Boxing - Participation Sports Preview - Participation
- SAN ANTONIO, TEXAS WOAI-TV Local Baseball - Participation Wrestling - Grant Home & Hardware Wrestling Personalities - Seven-Up Boxing - Participation
- SAN DIEGO, CAL KFMB-TV Hollywood Wrestling - San Diego Chevrolet Sports Almanac - Sustaining Cavalcade Of Sports - Gillette
- SAN FRANCISCO, CAL KGO-TV Wrestling - Participation Roller Derby - Ford Dealers Top Views In Sports - Pontiac Motors
- SAN FRANCISCO, CAL KPIX Seals Baseball - Regal Amber Beer Meet The Seals Pregame - Royal Amber CBS N.Y. Wrestling - Hoffman Radio, TV DuM Wrestling - Emerson Radio Sports Scholar - Stanway Motors
- SAN FRANCISCO, CAL KRON-TV WLW Wrestling - Hudson Dealers Cavalcade Of Sports - Gillette
- SYRACUSE, -N.Y. WHEN DuM Wrestling - Participation CBS Wrestling - Participation Wrestling Scene - Home Craft Pub Sportscope - Sustaining

SYRACUSE, N.Y. - WSYR-TV Hollywood Wrestling - Participation Wrestling - Moore & Quinn Ale Trotting - Participation Sports Show - Haberle Brewing Cavalcade Of Sports - Gillette

- SCHENECTADY, N.Y. WRGB-TV Giant Baseball (Afts) - Participation Pregame - Participation DuM Chi Wrestling - Ford Dealers NBC Trotting - Participation Harness Racing - Participation Sportscope - General Tire & Rubber Cavalcade Of Sports - Gillette
- SEATTLE, WASH KING-TV Raniers BB - Bon Marche Dept Store, Hoffman Radio & TV, Westinghouse Appliances Wrestling - G-E TV & Grunbaum Furnit Auto Racing - Bon Marche, Hoffman, Westinghouse Top Views In Sports - Philco Dealers
 - Sports Special Buick Dealers Sports Thrills - Fahey-Brockman Cavalcade Of Sports - Gillette
- ST. LOUIS, MO KSD-TV Browns Baseball - Falstaff Beer Cardinal Baseball - Griesedieck Beer DuM Chi Wrestling - Stag Brewery Trotting - Participation Roller Derby - Stag Brewery Sportscast - Participation Spot Views - Studebaker Dealers Top Views In Sports - Christen Pontiac Cavalcade Of Sports - Gillette Sports Digest - Falstaff Beer

TOLEDO, OHIO - WSPD-TV DuM Wrestling - E&B Beer Wrestling Scene - Home Craft Pub Trotting - Participation Roller Derby - Blatz Beer Sports Scholar - Variety Club Top Views In Sports - Participation Scoreboard - Carling Sports Views - Athletic Supply Sports Page - Edgewater Appliance Cavalcade Of Sports - Gillette This Week In Sports - Gerlinger Equip

TULSA, OKLA - KOTV Cavalcade Of Sports - Gillette

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SUMMER SPORTS COVERAGE (Continued)

UTICA, N.Y. - WKTV

Top Views In Sports - Beer Sponser Sports Weekly - Sustaining Cavalcade Of Sports - Gillette

WASHINGTON, D.C. - WMAL-TV Roller Derby - Blatz Beer Sports Parade - Participation Sports Film - Participation

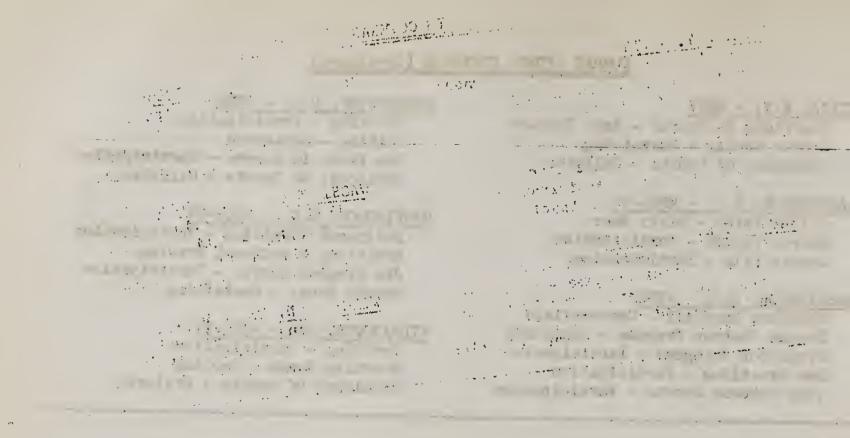
WASHINGTON, D.C. - WITG

Senators Baseball - Chesterfield Dugout Chatter Pregame - Sponsored Press Box Postgame - Participation DuM Wrestling - Participation Tony Wakeman Sports - Participation WASHINGTON, D.C. - WNBW Trotting - Participation Golfing - Sponsored Top Views In Sports - Participation Cavalcade Of Sports - Gillette

WASHINGTON, D.C. - WTOP-TV Hollywood Wrestling - Participation Wrestling - National Brewing Jim Simpson Sports - Participation Sports Recap - Sustaining

WIIMINGTON, DEL - WDEL-TV Trotting - Participation Sporting Scene - Carling Cavalcade Of Sports - Gillette

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THE FUTURE

FALL SCHEDULES ARE FULL OF SPORTS

Indications are that as many stations as can clear time will program football this fall. Already DuMont reports that some 43 stations are signed for the Notre Dame & other football games, while NBC, CBS & ABC are making major programming out of sports. The lineup will look something like this:

- Aug 6 NBC-TV Bill Stern started an 8:30-9pm Sunday adaptation of his radio feature show.
- Sept 1 NBC-TV Gillette fights return as do Greatest Fights for Chesebrough.
- Sept 15 AEC-TV starts NY Football Giants Huddle sponsored by Sun Oil.
- Sept 16 ABC-TV inaugurates 15 game schedule of Sat & Sun pro football games; not carried in originating city or on stations with 75 miles; Sponsor -Sun Oil
- Sept 28 ABC-TV Roller Derby renewed by Blatz to 13 stations for 52 weeks on Thursdays; adds Lucky Strike as sponsor for Tuesday.
- Sept 30 DuMont college football debuts; 5 Notre Dame, 2 Yale & 1 other game with Chevrolet picking up the 5 Notre Dame games.
- Sept 30 CBS-TV college football debuts with series of 8 telecasts of Army, Navy & Columbia games; sponsored by Esso Standard Oil Co.
- Sept 30 NBC-TV college football debuts; 8 telecasts of Penn, Harvard & Princeton games, sponsored by Atlantic Refining; series ends with Army-Navy game, which will be sponsored by Gillette.
- October Gillette sponsors the World Series paying \$800,000 for rights; time costs will run the tab to over \$1,000,000.
- Oct 7 DuMont inaugurates Saturday Night At The Garden, a series of 26 telecasts, including professional & college basketball, track, rodeo, dog show, etc.
- Oct 15 WPIX starts telecasting 120 Madison Square Garden events on weekdays; including profession & college basketball, rodeo, dog show, track; with 60 events sponsored by NY Chevrolet Dealers & half of the remaining 60 events sponsored by Webster Cigars; other sponsor not set.

CONCLUSION

Perhaps the most explicit resume of this report is to repeat the three lines of the headline on Page One:

TV MAY HAVE TO GUARANTEE THE SPORTS GATE IN THE FUTURE

BUT THIS SUMMER, SPORTS FORM A MAJOR PART OF HIATUS SCHEDULES

WITH BEERS & MOTORS MOST ACTIVE SPONSORS

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ON TELEVISION PROGRAMMING

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RESEARCH: Nicholas Gordon

VOL. 2 NO. 6 SUPPLEMENT A SEPTEMBER 3-9, 1950

STP 5 1950

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

- Sun(3) ABC(Ch7) 5-6pm; CHANGE <u>Super Circus</u>; from WENR-TV Chicago to E&MW Nets; Variety circus acts; Canada Dry Bev returns to sponsor the first half-hour; Agency - J.M. Mathes; Second half-hour continues under alternate sponsorship of Peters Shoe through Henri, Hurst & McDonald, Chicago and M & M Ltd., through William Esty; Producer - Phil Patton; Director Ed Skotch.
 - CBS(Ch2) 6:30-7pm; RETURN <u>Mr. I. Magination</u>; from WCBS-TV to 20 sta E&MW Nets; Paul Tripp transports children to Imagination land and dramatizes children's classics; Sponsor - Nestle's Chocolate; Agency - Cecil & Presbey; Packager - CBS; Producers - Norman & Irving Pincus; Supervisor - Worthington Miner CBS; Director - Donald Richardson CBS.
 - DuM(Ch5) 9-10pm; HIGHLIGHT <u>Miss U.S. Television Contest</u>; from WGN-TV Chicago to E&MW Nets; 16 winners of contests held by TV stations will compete for final honors; Among the judges will be Al Capp, Michael Todd, Crosby Kelly (Mngr. of 1950 Chicago Fair who will help select "Miss U.S. Television".
 - DuM(Ch5) 8-8:30pm; HIGHLIGHT <u>Highlights Of Chicago Fair 1950</u>; from WABD to E&MW Nets; A special film presentation covering interesting summer events and unusual exhibits at the Chicago Fair.
 - NBC(Ch4) 2-5pm; HIGHLIGHT National Men's & Women's Singles Tennis Matches; at Forest Hills; From WNBT to E&MW Nets; also on Mon Sept 4; willbe covered by Bill Stern NBC, and Donald Budge; Supervisor - Bill Garden NBC; Directors - Don Hillman and Lewis Brown NBC.

-more-

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DEBUTS, HIGHLIGHTS, CHANGES (Continued)

- Mon(4) CBS(Ch2) 1:30-2:30pm; DEBUT About The House; on WCBS-TV local; Mon through FrI; Lydia Rogers and Woody Klose present the woman's and the man's viewpoint on household problems, demonstrating helpful hints for housewives; Producer-Director-Bill Allyn CBS
 - CBS(Ch2) 11:10-11:55pm; CHANGE Midnight Snack; on WCBS-TV local; Mon through Fri; variety show MC'd by Bobby Sherwood, songs by Beryl Richards; changes title from "Variety Quiz"; Producer-Director - Rick Leighton CBS.
- Tue(5) CBS(Ch2) 8-9pm; RETURN Sure As Fate; from WCBS-TV to E&MW Nets; Sust; dramatic series resumes after 2 week summer trial run; Producer - Jerry Danzig CBS; Packager- CBS; Directors -Hal Gerson and Yul Brynner.
 - DuM(Ch5) 10-11pm; DEBUT Star Time; from WABD to E&MW Nets, 31 sta; New variety show with Frances Langford, Benny Goodman, and comedian Lew Parker as regulars, with guest celebrities on hand each week; Sponsor - Food Stores Programs Corp; Agency -Franklin Bruck; Producers - Robert Wright & George Forrest; Director - Sean Dillon DuM.
- Wed(6) ABC(Ch7) 7:30-8pm; DEBUT Chance Of A Lifetime; from WJZ-TV to E&MW Nets; TV version of the AM quiz show with John Reed King, MC Sponsor - Bendix; Agency - Tathar-Laird, Chicago; Producer-Robert G. Jennings; Director - Charles Harrell.
 - NEC(Ch2) 10:30-11pm; DEEUT Stars Over Hollywood; on WNET local; series of light dramas and comedies filmed for TV; Sponsor - Armour & Co; Agency - Foote, Cone & Belding; Packager - MCA
 - WOR(Ch9) 9-11pm; RETURN Wrestling From Coney Island Velodrome; on WOR-TV local; Dick Nesbitt is the commentator; Producer-Director - Roy Meredith.
- Thu(7) CBS(Ch2) 10-10:30pm; DEBUT Truth Or Consequences; on WCBS-TV local; kine of telecast from KTTV Los Angeles; TV Version of the AM show with MC Ralph Edwards stirring up the fun; Sponsor -Phillip Morris; Agency - Biow. (Further credits not available at press time)
- Fri(8) CBS(Ch2) 9-10pm; RETURN Ford Theatre; WCBS-TV to 21 sta E&MW Nets; dramatic hour resumes, on alternate Fridays; Sponsor - Ford Motor; Agency - Kenyon & Eckhardt; Producer - Garth Montgomery K&E; Assoc Producer - Carl Beier; Director - Franklin Schaffner CBS.
 - DuM(Ch5) 10-11pm; CHANGE <u>Cavalcade Of Stars</u>; from WAED to 13 sta E&MW Nets, 5 kine; Variety show with MC Jackie Gleason changes time from Saturday at 9-10pm; Sponsor - Whelan; Agency -Product Advertising; Producer - Milton Douglas PAC; Director-Frank Bunetta DuM.

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DEBUTS, HIGHLIGHTS, CHANGES (Continued)

- Fri(8) DuM(Ch5) 9-9:30pm; CHANGE Hands Of Mystery; from WABD to E&MW Nets; dramatic mystery series (Formerly titled "Hands Of Destiny") picks up sponsor - Bond Clothing Stores (52 wks) through Grey Agency; Supervisor - Jack Wyatt, Grey.
 - WOR(Ch9) 8-8:30pm; RETURN Twenty Questions; on WOR-TV; MC Bill Slater moderates regular panelists and guest experts; Sponsor-Ronson Art Metal Works; Agency - Grey; Producer - Gary Stevens; Director - Roger Bower WOR.
 - WOR(Ch9) 8:30-9pm; DEBUT Trapped; on WOR-TV; new dramatic mystery series; Packager - Harvey Marlowe; Director - Harvey Marlowe.
- Sat(9) NBC(Ch2) 8-10:30pm; RETURN - The Saturday Night Revue; from WNBT to EXMW Nets; First segment - The Jack Carter Show (8-9pm) with MC Jack Carter; Donald Richards, baritone; plus guests; Second segment - Your Show Of Shows (9-10:30) with Sid Caesar, Imogene Coca, Robert Merrill, Marguerite Piazza and guest emcees; Sponsors - Campbell Soup through Ward Wheelock Co. (8-8:30pm); Snow Crop Foods through Maxon, Inc. (9-9:30pm); Crosley Div of Avco through Benton & Bowles (10-10:30pm); Participating Advertisers - Whitman's Chocolates; Johnson's Wax; Wildroot Hair Tonic; Scotch Tape; S.O.S.; Benrus Watch Co.; Producers - Danny Dare (Jack Carter); Max Liebman (Show Of Shows); Production Supervisor - George McGarrett NEC; Directors -Paul Munroe NEC (Jack Carter); Hal Keith NEC (Show Of Shows).

LAST WEEK'S ARRIVALS

- CBS -- Lucky Pup; returned on WCBS-TV; 6:30-6:45pm Monday through Friday; 6:30-7pm Saturday; Foodini, the Magician, Lucky Pup & puppet friends creations of Morey & Hopo Bunin, - Doris Brown as narrator; Serialized adventures for children; Sponsors - Sun Dial Shoes through Hoag & Provandie (Boston); Ipana Toothpaste through Doherty, Clifford and Shenfield; Producer-Director - Lloyd Gross CBS.
- NBC -- <u>Garroway At Large</u>; returned from WNBQ Chicago to 18sta E&MW Nets & 9 kine; 10-10:30pm Sundays; Comedy-Variety show with MC Dave Garroway and regular cast including singers Connie Russell, Bette Chapel, Jack Haskell & comic, Cliff Norton; Sponsor - Congoleum-Nairn; Agency - McCann Erickson; Supervisor -Lee Cooley McE; Producer- Ted Mills NBQ; Director - William Hobin NBQ.

FUTURES

- Sept 21 <u>Red Grange Predicts</u> debuts from WENR-TV Chicago; 15 min. show following the Roller Derby on Thursdays; Red Grange, former Illinois Grid Star discusses football; Sponsor - Florsheim Shoe (13 wks); Agency - Gordon Best.
- Sept 22 <u>Star Of The Family</u> debuts on WCBS-TV; 10-10:30pm Fridays; Morton Downey is the singing host on this variety revue with guest celebrities; Sponsor -Kelvinator; Agency - Geyer, Newell, Ganger; Producer - Cobey Ruskin MCA; Director- John Wray CBS.
- Oct 2 <u>Musical Comedy Time</u> debuts from WNBT to E&MW Nets; 9:30-10:30pm on alternate Mondays; adaptations of Broadway musical comedies; Sponsor- Proctor & Gamble; Camay through Pedlar & Ryan; Tide through Benton & Bowles; Producer - Doug Coulter NBC; Packager - Bernard Shubert.

FUTURES

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Guests on TV	TAI	ENT SHOWSHE	CET (Continued) Sept 3-9, 1950
PROGRAM	NET	TIME	GUESTS
		SATURDAY S	EPTEMBER 2
Cavalcade Of Stars Jackie Gleason, MC	DuM	9-10pm	Joe Smith & Charlie Dale, comics; Gracie Barrie, mimic; Beachcombers, vocal group
Hollywood Screen Test	ABC	7:30-8pm	Vanessa Brown, lead; Stuart Nedd, Robert Bolger, tests; Jackie Paris, singer
		SUNDAY SEP	TEMBER 3
Leave It To The Girls	NBC	7-7:30pm	Bob Cooke, Vanessa Brown, Betty Furness
Masterpiece Playhouse	NBC	9-10pm	Uncle Vanya by Anton Chekov; adapted by Phil Minis; with Tod Andrews, Walter Abel, Boris Karloff, Eva Gabor, Leora Dana, Eda Heinemann, Isobel Elson
Say It With Acting	NBC	6:30-7pm	The President Players vs. Gag Writer's Institute
Think Fast Rex Stout, MC	ABC	7-7:30pm	Gypsy Rose Lee, Leon Janney, David Broekman, George Hamilton Combs
This Is Show Business	CBS	7:30-8pm	Jane Wyatt, actress; Herb Shriner, humor- ist; Pearl Bailey, singer; Kathryn Lee, dancer
Toast Of The Town Ed Sullivan, MC	CBS	8-9pm	Ink Spots; Piero Bros, jugglers; Billy Vines, comedian; Winick & Mae, dancers; Gaudsmith Bros, animal act; Sam Urzetta, National Amateur Golf Champion
		MONDAY SEF	TEMBER 4
Godfrey's Talent Scouts Arthur Godfrey, MC	CBS	8:30-9pm	Paul Judson, baritone; Victoria Samuelian soprano; Rigual Trio; vocal-instrumental; Irene Carroll, singer
Lights Out	NBC	9-9:30pm	The Benuili Chant; adapted by Gordon A. Van Riper from his original story "The Mind Robbers"; with Tom Drake, Ed Begley, Jean Sheppard, Ralph Riggs, Leora Thatcher Wells Richardson
Mohawk Showroom	NBC	7:30-7:45	Magid Triplets, song and dance
Pantomime Quiz	CBS	8-8:30pm	Jack Bailey, actor; Bill Goodwin, actor; Richard Ney, actor; Florence Bates, actres
OKay Mother	DuM	1-1:30pm	Mrs. Jack Haley
Vanity Fair	CBS	4:30-5pm	Zachary Solov, choreographer; St. Terrell, composer; Frank Kaplin, designer
ROSS REPORTS		- pae	ge 4 - <u>TALENT SHOWSHEET</u>

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TALENT SHOWSHEET (Continued)

		ITTEDIT DION	
PROGRAM	NET	TIME	GUESTS
		MONDAY S	EPTEMBER 4
Studio One	CBS	10-11pm	Look Homeward Hayseed by John Ed Pearce; adapted by Worthington Miner & Elizabeth Hart; with Tom Avera, Janet Ward, Herbert Rudley, Jane Seymour, Bill Perott, Harry Cooke, Ken Raymond, Arthur O'Connell, Bill; Lee, Jack Ewing
Voice Of Firestone	NBC	8:30-9pm	Eleanor Steber, soprano
We Take Your Word	CBS	9:30-10pm	Gypsy Rose Lee, Quincy Howe
Who Said That	NBC	10:30-11pm	Arlene Francis; Deems Taylor, music critic Eddie Mayehoff, comedian;
		TUESDAY	SEPTEMBER 5
Armstrong Circle Theatre	NBC	9:30-10pm	First Formal; original by James Garvin & Bob Duncan; with Ruth Matteson, Victor Jory, Jane Sutherland, Edwin Bruce, Tom Reynolds, Martin Miller
Cavalcade Of Bands	DuM	9 -10 pm	Charles Spivak & Orch.; Red Buttons, comic Pierre D'Angelo & Ana, dancers; Jay Law- rence, satire; Johnny Mack, dancer
Eloise Salutes The Stars	DuM	7:30-7:45	Bob Cooke, sports editor -Tribune; Eva Gabor, actress
Little Show	NBC	7:30-7:45	Betty Norman, singer; The Honeydreamers
OKay Mother	DuM	1-1:30pm	Betty Furness
Prize Performance	CBS	10-10:30pm	Bobby McKnight, singer; Barbara Neiderman, pianist
Star Time	DuM	10-11pm	Phil Regan, singer; Ben Blue, comedian; Kathryn Lee and Doug Rogers, dancers
Sure As Fate	CBS	8 -9 pm	Nightfall by David Goodis; adapted by Max Ehrlich; with John McQuade, Augusta Dabney Joey Walsh, Eugene Ruymen, E.G. Marshall, Elaine Ellis, Frank Campanella, Mario Gallc Arthur O'Connell; Melvin Ruick - Narrator
Vanity Fair	CBS	4:30-5pm	Margaret Phillips; William Pahlmann, desgr
Suspense	CBS	9:30-10pm	A Pocket Full Of Murder by Algernon Black- wood; adapted by Alvin Sapinsley; with Barry Nelson, Don Hanner, Pat McVey, Elliot Sullivan, Cara Williams, Jack Warden

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TALENT SHOWSHEET (Continued)

		TALENT SHOWS	SHEET (Continued)		
PROGRAM	NET	TIME	GUESTS		
		WEDNESDAY SE	PTEMBER 6		
Cameo Theatre	NBC	8:30-9pm	The Paper Sack by Norman Zeno; adapted by Ethel Frank; with Dennis Harrison, James Little, Pat Malone, John Marley, Joseph McInerey, Pat O'Malley, Andree Wallace, Lee Marvin, John Gerstad, Tom Heaphy, Robert Bolger, Harry Kingston		
Garry Moore Show	CBS	8-9pm	Dorothy Jarnac, dancer; Dick Himber, orch. leader & Magician; Wally Cox, comedian		
Kraft Theatre	NBC	9-10pm	The Last Trump; original by James Bridie; with Mercer McLeod, Richard Purdy, Jim Davidson, Julie Christie, Rex O'Malley, Olive Reeves-Smith, Norman MacKay, Dan Morgan, Shirley Moore, Eileen Page, Phoebe MacKay, Margeretta Warwick, Oswald Marshall		
Thru Wendy's Window	NBC	8:15-8:30	Charles Korvin, actor		
The Web	CBS	9:30-10pm	Dark Cross Roads by Lawrence Blochman; adapted by Howard Rodman; with Richard Fraser, Colin Keith-Johnston, Evans Thomas, Cliff Hall, Michael Alexander, Frank deKova		
		THURSDAY SE	EPTEMBER 7		
Ford Star Revue Jack Haley, MC	NBC	9-10pm	Luba Malina; Bob Fosse, dancer; Jimmy Carroll, singer		
Starlight Theatre	CBS	9-9:30pm	The Face Is Familiar, But by Max Sculman adapted by Wentzle Ruml & Lenny Turovlin; with Josh Shelley, Barbara Whiting, Martin Newman, Alison Prescott, Mary Beller, Edwin Cooper, Terry O'Sullivan, J. Foley, Robert Lavin		
		FRIDAY SEPI	FRIDAY SEPTEMBER 8		
By Popular Demand Arlene Francis, MC	CBS	10-10:30pm	Vernettes, jugglers; Mavis Mims, dancer; Paul Judson, singer; June Gardner, soprano		
The Clock	NBC	9:30-10pm	Prescription For Death; original by Martin Fass; with Leslie Nielsen, Maggi McNamara, Helen Donaldson, Phil Sterling, Frank M, Thomas, Julie Bennett, John Farrell, Doris Belack		
Ford Theatre	CBS	9-10pm	The Traitor by Herman Wouk; adapted by Jack Kirkland; with Lee Tracy, Walter Hampden, Dick Kendrick, Don Kennedy, James Coots, Rick Hollister, Robert Pastene, Barbara. Ames, Dudley Sadler, Joseph Holland		
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TALENT SHOWSHEET

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ON TELEVISION PROGRAMMING

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ED & PUB: Wallace A. Ross

VOL. 2 NO. 6 SUPPLEMENT B SEPTEMBER 10-16, 1950 RECEIVED

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

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Sun(10) - ABC(Ch 7) 6:30-7pm; HIGHLIGHT - The Marshall Plan In Action; on WJZ-TV only; film series by ECA will have showing also at 10-10:30pm this date as well as Sundays, Sept. 17, 24 & Oct 1.

> 6-6:30pm; HIGHLIGHT; <u>Mrs. America Finals</u> from Asbury Park to 7 Sta E Net; with some 30 contestants judged by Johnny Olsen, Kathi Norris, Peter Donald, Morey Amsterdam, Russell Patterson & others; Sponsor - Exquisite Form Bra; Agency - Brandford; Packager - World Video; Producer - Sid Stern, WV.

- DuM(Ch 5) 2:30-5:30pm; DEBUT Sunday Film Matinee; on WABD only; includes a western, 1st chapter of a serial, & a feature film.
- NBC(Ch 4)8-9pm; DEBUT - Colgate Comedy Hour; from WNBT to E&MW Nets; Eddie Cantor stars in first of series with rotating comics; talent group packaged by William Morris includes: dancers-Tommy Wonder, Danny Daniels, Helen Wood, Janet Gaylor, Charlotte Fayr. Lou Wills Jr, Bob Gari, Faye McKenzie; ballet-Joy Williams & Van Buttignol; singers-Pat Hathaway, Julia Williams, Jimmy Allison, Marilyn Delaney, Angela Castle; Choreographer - Dick Barstowe; Costume Designer - Frank Thompson; Scenic Designer -Firth Ulman; Makeup - Dick Smith; program will be a revue based upon Cantor's show business background, with twists; AGENCY -Ted Bates & Sherman & Marquette for Ajax, Colgate Dental Cream, Palmolive Soap, & Halo Shampoo; NBC EXEC PROD - Sam Fuller; ASSOC PROD - Bob Masson; TV DIRECTOR - Kingman Moore; PROD OF CANTOR'S SHOW - Charles Friedman; WRITER - Manny Ostroff; ORCH-ESTRA - Al Goodman; from the Int'l Theater in NYC. Fred Allen & Martin & Lewis will also have their own units in future weeks

4-4:30pm; NEW TIME; Battle Report 4:30-5pm; NEW TIME; Meet The Press; picks up sponsor next week, Revere Copper & Brass.

5-5:30pm; NEW TIME; Watch The World with John Cameron Swayze.

- more -

	THIS ISSUE
This Week	- Debuts, Highlights, Changesl
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DEBUTS, HIGHLIGHTS, CHANGES (Continued)

- <u>Sun(10)</u> NBC(Ch 4) 9-10pm; RETURN; <u>Philco Playhouse</u>; from WNBT to E & MW Nets; name talent in dramatizations of novels; Agency - Hutchins; Producer - Fred Coe, NBC; Director - Delbert Mann, NBC (see Talent Showsheet for this week's talent).
 - PIX(Chll) 6:35-6:45pm & ll-ll:30pm every day; <u>Weather Forecast</u>; with Ray Knight in a five-minute telecast sometime in the foregoing periods. Sponsor for 52 weeks - Purity Bakeries; Agency Young & Rubicam.
- Mon(11) ABC(Ch 7) 11:30-12Noon; DEBUT - WJZ starts a 7-day-a-week programming with <u>Kitchen Kapers</u> featuring Tiny Ruffner in viewer partic. and recipe contests, etc. 12-12:30pm; <u>Market Melodies</u> becomes a 5-a-week show. 2:30-3pm; <u>TV Telephone Game</u> goes five-a-week. 3-5pm; <u>Zeke Manners</u> now five-a-week. 5-5:15pm; <u>Mr. Magic-Norman Jensen</u> now five-a-week. 5:15-5:30pm; <u>DEBUT - Paddy Pelican</u> puppet show from WENR-TV Chicago; with Sam Singer, Mary Frances Desmond,
 - Helen York & Ray Suber; Helen York is puppeteer. 5:30-5:45pm; DEBUT - Hold 'Er Newt puppet show from WENR-TV; with puppeteer Don Tennant; 5-times weekly.
 - 5:45-6pm; DEBUT <u>Space Patrol</u>; children's adventure drama; by video recording.
 - 7:30-8pm; CHANGE Hollywood Screen Test moves to this time.
 - 8-8:30pm; DEBUT Treasury Men In Action; from WJZ-TV to E&M Nets; with Walter Greaza in dramatized cases from Treasury Dept. files; Sponsor - Chrysler Motors; Agency - McCann-Erickson; Packager - Bernard Prock ter; Producer - Everett Rosenthal for Prockter; Director - David Pressman.

8:30-9pm; CHANGE - Author Meets The Critics moves to this ti: 9-llpm; DEBUT - Double Feature on WJZ-TV only.

- CBS(Ch 2) 11-11:15pm; RETURN <u>At Home Show</u> on WCBS-TV only in a new . time period; with Earl Wrightson baritone and Norman Paris instrumental ensemble; Sponsor - Masland Rugs; Agency - Anderson, Davis & Platte; Supervisor - Victor Seydel, ADP; Producer-Director - Franklin Heller, CBS.
- DuM(Ch 5) 5:30-6pm weekdays; DEBUT <u>Serial Theater</u> on WABD only; each day this week a different serial will be started & will be continued on the same day during following weeks. Serials include: Tim Tyler's Luck, Radio Patrol, Gene Autry in Phantom Empire, Don Winslow of the Coast Guard, & Bill Boyd in The Lost City.
- NBC(Ch 4) 9:30-10:30pm alternate Mondays; RETURN Lucky Strike Theate with Robert Montgomery; from WNBT to E&MW Nets; adaptations of movies with name stars; Sponsor - Amer. Tobacco; Agency -BBD&O; Production Supervisor - Joseph Bailey of Neptune Productions(formerly of Grey Adv); Director - Norman Felton.

WOR(Ch 9) 7-11pm; RENEWAL - Ford Movie Night for another 13 weeks.

DEBUTS, HIGHLIGHTS, FUTURES

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DEBUTS, HIGHLIGHTS, FUTURES (Continued)

Tues(12) - ABC(Ch 7)7:30-8pm; DEBUT - on WJZ-TV only; The Buster Keaton Show -film.8-8:30pm; NEW TIME - Buck Rogers; dramatizations with How Pastene starring & Lou Prentis, Harry Kingston and Sanford Bichart; PRODUCER - Carroll Bagly MCA; Director & Casting - Babette Henry ABC.8:30-9pm; NEW TIME - Mysteries of Chinatown on Video recording9-9:30pm; NEW TIME - Your Witness video recording from KECA-TV9:30-10pm; DEBUT - Sports Camera; series of films on WJZ only.

10pm-concl; DEBUT - new segment of <u>Roller Derby</u> from Derter Park L.I. with description by Ken Nydell & Joe Hasel; Sponsor-Amer. Tobacco for Lucky Strike through BBD&O.

- <u>Wed(13)</u> AEC(Ch 7) 9-10pm; DEBUT Don McNeill TV Club from WENR-TV Chi to EXMW Nets; variety show with Sam Cowling, Aunt Fanny, Johnny Desmond, Patsy Lee, Eddie Ballantine Orch; Sponsor - Philco; Agency - Hutchins; Producer - Iver McLaren; Director - Grover T. Allen; Supervisor - Cliff Peterson.
- Thurs(14) ABC(Ch 7) 9-9:30pm; RETURN Holiday Hotel from WJZ-TV to EXMW Nets; MC Don Ameche, singer Betty Brewer, June Graham dancers, Bernie Green Orch; Don Craig chorus & guests; Packager - Monte Proser Producer - Karl Schullinger, Y&R; Director - Presten Wood, Y&R; Announcer - Allyn Edwards; Sponsor - Packard; Agency - Y&R.
 - CBS(Ch2) 9-9:30pmEDT; RETURN The Alan Young Show on kine at KTTV Hollywood to 19 Sta E&MW Nets; Sponsors - Esso & The Krager Co. (food stores); Agencies - Marshalk & Pratt & Ralph H. Jones Co sponsors will split the network with Kroger picking up midwest PRODUCER-DIRECTOR - Dick Linkroum CBS; ANNCR - John Heistand; MUSIC - Lud Gluskin; SETS - Ken McClelland; WRITERS - David R. Schwartz, Leo Solomon, Alan Young; guest - Gloria DeHeven.
 - NBC(Ch 4) 8-9pm; HIGHLIGHT Star Spangled Revue with Bob Hope; 3rd edition of the variety show sponsored by Frigidaire; Agancy -Foote, Cone & Belding; with guests: Lucille Ball, Dinah Shore, Bob Crosby, Jack Cole Dancers, Al Goodman Orch; cancels out Believe It Or Not & Hawkins Falls; FROD - Lec Mougant in Marris
 - PIX(Chll) 7:30-8pm; CHANGE Leave It To Papa is new name for They Live In Brooklyn; picks up sponsor - Ronzoni Macaroni; Agency - Emil Mogul; with a new star - Billy Edmonds.
- Fri(15) ABC(Ch 7) 8:30-9pm; DEBUT NY Football Giants Huddle with interviews by Joe Hasel; Sponsor - Sun Oil Company; Agcy - Hewitt, Ogilvy, et: 10-10:30pm; DEBUT - Penthouse Party with Betty Furness and guests; Sponsor - Best Foods; Agency - Earl Ludgin(Chicago); Packager - Lester Lewis.
 - CBS(Ch 2) 9-10pm; DEBUT <u>Magnavox Theater</u>; WCBS-TV to E&MW Nets; alter nating with the Ford Theater & using the same type dramatic properties and performers as well as the same Kenyon & Eckhardt agency; Exec Producer - Garth Montgomery; Dir - Carl Beier, both K&E; Sets-Ostrander CBS; Costumes Grace Houston.

DEBUTS, HIGHLIGHTS, CHANGES

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FUTURES

- Sept 18 CBS Look Your Best on WCBS-TV only; 3:30-4pm M,W,F; Richard Willis assisted by Astrid Lind in a women's beauty"how to "show; Sponsor - Int'l Latex.
 - NBC <u>Panhandle Pete & Jennifer</u> on NBC-TV Net; 5:15-5:30 M-F; children's program with Jennifer Holt & Johnny Coons who will be voice for animated picturizations of his stories; from WNBQ Chicago; Producer - Stefan Hatos; Director - Dan Petrie; Writer - Ray Chan; Artists - Bill Newton & Stan Louis; Music - Adele Scott.
- Sept 19 CBS <u>Amm-i-dent Mystery Playhouse</u> from WCBS-TV to the E&MW Nets; 10-10:30pm Tuesdays following "Suspense"; Sponsor - Block Drug; Agency - Cecil & Presbrey; Supervisor - George Foley, C&P.
- Sept 21 ABC Red Grange Predicts for Florsheim Shoe (details last issue).
- Sept 22 CBS Star of The Family with Morton Downey for Kelvinator (see last issue).
- Sept 24 CBS Fred Waring Show returns to the CBS-TV Net; Sponsor General Electric Agency Y&R; Director Bob Banner.
 - NBC <u>Call Me Madam Premiere</u> highlights of the opening of the show backed by NBC money.
- Sept 25 NBC Kate Smith Show debuts cross the board 4-5pm M-F; Producer Barry Wood
 - CBS <u>The Goldbergs</u> returns to 18 Sta 3 kine; 9:30-10pm Mondays; sponsored by General Foods for Sanka through Y&R; Director Walter Hart.
- Sept 26 CBS Faye Emerson Show returns to CBS Net; 7:45-8pm T-Th-Sat; sponsored by Pepsi Cola through Biow Agency; in interview, etc. show.
- Sept 27 CBS Untitled Sports Program debuts, following CBS prize fights to the Net; Sponsored by Bond Street Pipe Tobacco (Philip Morris); Cecil & Presbrey
- Sept 28 ABC <u>Blind Date</u> with Arlene Francis; picks up Gruen as sponsor; Stockton Adv Roller Derby renews Blatz at sponsor for 52 weeks; Kastor, Farrell, etc.
- Sept 29 CBS <u>Beat The Clock</u> on the CBS Net; 10:30-llpm Fridays; picks up Sylvania Electric as sponsor through Cecil & Presbrey; Packager - Goodson-Todman
- Sept 30 CBS <u>College Football</u> debuts to E&MW Nets; Sponsor-Esso; Ag-McCann-Ericson. DuM <u>College Football</u> debuts to E&MW Nets; Sponsor-Chevrolet(Campbell-Ewald)

OCTOBER FUTURES WILL BE CARRIED NEXT WEEK

LAST WEEK'S ARRIVALS

- CBS -- About The House on WCBS-TV only; 1:30-2:30pm weekdays; Lydia Rogers, Woody Klos <u>Sure As Fate;</u> 8-9pm to the Net; returned as a sustaining dramatic show; Tues. <u>Truth or Consequences</u> debuted on WCBS-TV only via kine from KTTV H'wood; with Ralph Edwards; for Philip Morris(Biow); 10-10:30pm Thurs <u>Red Barber Show</u> debuted 10:30-10:45pm Tuesdays; 4-week World Series interviews Ford Theater returned at 9-10pm alternate Fridays with K&E producing.
- DuM -- <u>Star Time</u> debuted to 31 Sta; 10-11pm Tuesdays; with Frances Langford, Lew Parker, Benny Goodman & guests; for Food Stores Corp; Agcy - Bruck.

Hands of Mystery picked up Bond Clothes for 52 weeks(Grey) 9-9:30pm Fridays.

- WOR -- Trapped debuted in 8:30-9pm Time; a dramatic show packaged by Harvey Marlowe.
- NBC -- Hank McCune Show debuted 7-7:30pm Saturdays for Peter Paul(Maxon); filmed.

ROSS REPORTS

FUTURES

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Guests on TV		TALENT S	HOWSHEET Sept 9-15, 1950
PROGRAM	NET	TIME	GUESTS
		SATURDAY	SEPTEMBER 9
The Jack Carter Show	NBC	8-9pm	Don Ameche; Kitty Kallen; Peggy Ryan & Ray McDonald, song & dance; Asia Boys, jugglers
Your Show Of Shows	NBC	9-10:30pm	Robert Cummings, guest MC
		SUNDAY S	EPTEMBER 10
Colgate Comedy Hour Eddie Cantor Show	NBC	8-9pm	Yma Sumao, soprano; Joseph Buloff, actor; Lou Hearn, actor; permanent company pg. 1
Leave It To The Girls	NBC	7-7:30pm	Dr. Houston Peterson, author
Philco Playhouse	NBC	9-10pm	High Tor original by Maxwell Anderson; with Alfred Ryder, Felicia Montealegre, Vinton Hayworth, Edgar Stehlie, Maurice Manson, Gloria Stroock.
Say It With Acting	NBC	6:30-7pm	The President Players vs. The Beggar's Opera
Think Fast	ABC	7-7:30pm	Gypsy Rose Lee, Leon Janney, David Broekman, George Hamilton Combs
This Is Show Business	CBS	7:30-8pm	Rise Stevens; Jan Murray, comedian; Sheila Bond, dancer; Billy Daniels, singe:
Toast Of The Town Ed Sullivan, MC	CBS	8 - 9pm	Frankie Laine, singer; Victor Borge, pianist; Patti Page, singer; Smith & Dale comedians; Captain Shaw & Bobby; Margaret Brown, dancer; Romanos, acrobats; Cheste. Gould, cartoonist
		MONDAY	SEPTEMBER 11
At Home Party	CBS	11-11:15pm	Carol Bruce guests on Earl Wrightson show.
Godfrey's Talent Scouts Arthur Godfrey, MC	CBS	8:30-9pm	Molly Lyons, singer; Jessica Haist, sop- rano; Norman Treigle, bass-baritone; Fran Lewis & Her Guys, vocal-intrumental quintet
Hollywood Screen Test	ABC	7:30-8pm	Hurd Hatfield, lead; Jean Pearson, Michael Kellin, tests; Leonard Goldstein, Producer- Universal-International Pictures, guest
Lights Out	NBC	9-9:30pm	Dark Corner, original by A. J. Russell; with Alan Marshal, John Newland, Cloris Leachman, Joe E. Marks, Alan Bunce
Lucky Strike Theatre	NBC	9:30-10:30	The Awful Truth by A. Richman; adapted by Don Ettlinger; with Lee Bowman, Jane Wyatt, Donald Curtis, Eda Heinemann, Hilda Haynes, Maurice Burke, Maxine Stuart
ROSS REPORTS		- Pag	

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TALENT SHOWSHEET (Continued)

PROGRAM	NET	TIME	GUESTS
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	Ξ	IONDAY SEPTE	
Nohawk Showroom	NBC	7:30-7:45	Buddy Rich
Okay Mother	DuM	1-1:30pm	Mrs. Earl Wrightson, wife of the singer
Pantomime Quiz	CBS	8-8:30pm	Alan Young, Mercedes McCambridge, Melville Cooper, Geraldine Brooks
<u>Studio One</u>	CBS	10-11pm	Mist by Rita Weiman; adapted by Worthing- ton Miner; with Tamara Geva, Stanley Ridges, Sally Chamberlain, Jerome Thor, Ernest Graves, Una O'Connor, Joseph Buloff
<u>Vanity Fair</u>	CBS	4:30-5pm	Betse Canne, designer; Paul Gavert & Carolyn Maye, dancers; Gloria Morsch, handicrafts instructor
Voice Of Firestone	NBC	8:30-9pm	Jerome Hines, bass-baritone
We Take Your Word	CBS	9:30-10pm	Gypsy Rose Lee, David Schoenbrun
Who Said That	NBC	10:30-11	H. Allen Smith, Dorothy Kilgallen, Norman Thomas
	Ţ	UESDAY SEPI	EMBER 12
Armstrong Circle Theatre	NBC	9:30-10pm	The Oldest Song; original by Philip W. Foster; with Theo Geotz, Ross Martin, Olga Fabian, Natalie Norwick, Gregory Norton
Cavalcade Of Bands	DuM	9-10pm	Xavier Cugat and his orch; Abbe Lane, singer; Tato & Julio, dancers; Otto Bolivan singer; Wally Brown, comedian
Eloise Salutes The Stars	DuM	7:30-7:45	Juanita Hall, Florence Chadwick, swimmer
Joan Edwards Show	DuM	7:45-8pm	Felix Knight, tenor
OKay Mother	DuM	1-1:30pr	Denice Darcel's mother
Star Time	DuM	10-11pm	Dick Haymes; David Burns, comedian
Sure As Fate	CBS	8 - 9pm	Child's Play; adapted by Elizabeth & James Hart from the story "A Boy's Will" by Q. Patrick; with Robert Santin, Butch Cavell, Lucy Vines, Anna Karen, Jason Johnson,
*Firesdie Theater - pg	8		Miriam Goldina, Ann Marno, Rod Steiger, Alfred de la Fuentes, Josephine Brown, Tony Ward
Vanity Fair	CBS	4:30-5pm	Esther R. Bein, editor of American Girl; Louis Politi, head gardener of N.Y. Botan- ical Gardens
ROSS REPORTS		- Pa	ge 6 - <u>TALENT SHOWSHEET</u>

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TALENT SHOWSHEET (Continued)

PROGRAM	NET	TIME	GUESTS
		TUESDAY SE	PTEMBER 12
Little Show	NBC	7:30-7:45	Rosemary Clooney
Prize Performance	CBS	10-10:30	Bobby McKnight, singer; Barbara Neiderman, pianist; Annette Vito, harpist
Suspense	CBS	9:30-10pm	Edge Of Panic by Henry Kane; adapted by Halsted Welles; with Pat McVey, Louisa Horton, Haila Stoddard, Mort Stevens, John Martin, Lew Herbert, Stan Slorance, John
Treasury Men In Action	ABC	8-8:30pm	Boruff, Frank Rollinger Luis Van Rootan, Joe de Santis, John Marley John McQuade, Joe Costa, Bern Hoffman, Louis Charles, Don Mayo, Alan Shay
		WEDNESDAY	SEPTEMBER 13
Don McNeill TV Club	ABC	9-10pm	Gloria Swanson (see Pg 3)
Kraft Theater	NBC	9-10pm	The Great Big Doorstep by E.P. O'Donnell; adapted by Frances Goodrich & Albert Hack- ett; with Phillip Tonge, Florida Friebus, Robert Chisholm, Enid Pulver, Florence Luriea, Janet Lally, Joanne Lally, Nancy Pollack, Warren Burmeister, Myrtle Ferguson Richard Leone
Mohawk Showroom	NBC	7:30-7:45	Mello Larks, vocal group
Thru Wendy's Window	NBC	8:15-8:30	Jane Wyatt
What's My Name	CBS	9-9:30pm	Joey Adams
<u>Vanity Fair</u>	CBS	4:30-5pm	Albert Z. Carr, author; Yvonne Findling, Glamour contest winner; Betty Downey, fashion editor
The Web	9:30)-10pm	Talk Of The Town; original by Kelley Roos; with Tom Reynolds, Don Hammer, George Reeve Phillipa Bevans, John Lormer, Dennis McCar- thy, Barbara Cook, Dorothy Sands
(For ad	dition	nal Wednesda	ay shows see last page)
			SEPTEMBER 14
Alan Young Show	CBS	9-9:30pm	Gloria DeHaven
Little Show	NBC	7:30-7:45	Leni Lynn
Vanity Fair	CBS	4:30-5pm	Robert Coles, curator of Hayden Planetarium, Nicholas Kounousky, author

TALENT SHOWSHEET

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	TALENT SHOWSHEET (Continued)		
PROGRAM	NET	TIME	GUESTS
		FRIDAY SEE	TEMBER 15
Versatile Varieties Bob Russell, MC	NBC	9-9:30pm	Woody Herman; Anita & Rafael, dancers; Lady Frances, magician
Mohawk Showroom	NBC	7:30-7:45	Erroll Garner, pianist
Trapped	WOR	8:30-9pm	The Book Question; by Frank Wayne; cast not set at press time
Vanity Fair	CBS	4:30-5pm	Alice Pearce, comedienne; Eric Brotherson, actor; Helen McRae, finger painting
Penthouse Party Betty Furness, MC	ABC	10-10:30	Vicente Gomez, guitar; Senator Ed Ford, humorist; Anita Ellis, singer
Twenty Questions	WOR	8-8:30	Mrs. Arthur Murray
<u>Magnavox Theatre</u>	CBS	9-10pm	The Tale Of The Wolf by Ferenc Molnar; adapted by Barbara Tolnai; with Ilona Massey, John Wengraf, Steven Hill, Francis Letton, Jason Robards, Alvin Thaler, Cosmo Licciardello, William Tierney, Abe Karp, Huntington Watts, Nancy Douglas, Vilma Kurer
add TUESDA	<u>AY</u>		
Firesdie Theater		9-9:30pm	The Leather Heart by Virginia Cooke adapted by Frank Wisbar; with Irene Vernon & Wilton Graff in the leads (a repeat showing).
add WEDNESI Dinner At Sardi's		7:30-8pm	Vicki Cummings, actress; Weegee, film photographer; Vanessa Brown, actress
Plainclothsman	DuM	9:30-10pm	The Perfect Frameup; original by Don San- ford; with Patricia Shay, Nan McFarland, John Shay, Arny Freeman, Juanita Rios, William Mendrek

* GRUESCME GALLOP of "LIGHTS OUT" Weathers a GROTESQUE Phase

Exploitation of lighting and makeup techniques are no better illustrated on television than on the NBC Monday 9-9:30pm supernatural stanza, <u>Lights Out!</u> Such adjectives as "eerie, sinister, menacing, and gruesome" have been applied to the mood that The Admiral Corp. & Kudner Agency like to prevail on the top-rated TV show. Most striking effect used has been that at the beginning and close of the program when Frank Gallop's head appears to be suspended in the air while his detached hands light or snuff out a candle. The effect is achieved through Gallop, wearing ordinary dark pan makeup, sitting at a desk covered with black velvet & before a similar black backdrop. Strong overhead and side lights stress his face and hands.

Two weeks ago, however, a new attempt at setting the scene produced some startling effects.Use of makeup that accentuated Gallop's eyebrows, mouth and nose & shining a light upwards through the desk into his face produced a particularly grotesque effect that had the familiar announcer of The Prudential Hour and narrator for radio's Cresta Blanca show appear as though he were wearing a football noseguard. Gallop has returned to the original formula now & comes up for his 21st performance in the part this Monday. ***Other familiarities - Funereal Frank & Fearsome Frank.

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Sec. 2.

CECIL & PRESBREY -- VERY MUCH IN THE TV SWIM

Agency's One-Year Rise To Television Prominence (7 Shows)

Representative of Most Ad Firms' Activity; Keynoted by "Taking the Gamble out of the Medium"

As recently as a year ago, Cecil & Presbrey - always a top biller in AM broadcasting - had yet to wet its feet in television programming. Last Fall, the agency took its first dip in the TV swim by picking up for Speidel Watchbands the CBS Ed Wynn package. But the video water was still too cold, as evidenced by the sponsor's dropping both the show and the agency. The false start can be described as typical of many a year ago, when not a few advertisers tackled TV budgets way over their justifiable allottment.

The fact that today - in the space of one year's development - the same agency stands near the top of the television list, with over \$4 million of its record \$15-16 million billing (or 25%) accounted for by TV - rates as one of this newmedium's most typical amazing stories. For the Cecil & Presbrey activity is representative of the general business of just about every ad firm and advertiser this Fall, and as such it bears examination by way of putting the current situation on record.

<u>NEWELL-EMMETT SHAKEUP GAVE C&P ITS TV DEPARTMENT</u> -- Springboard for the agency's TV plunge was the shakeup of the Newell-Emmett agency last January. In the general reorganization, which saw the name of that firm changed to Cunningham and Walsh, Tom Maloney moved his personal accounts as well as his staff and the N-E television head, George Foley, over to the Cecil & Presbrey offices at 247 Park Avenue. The accounts which traveled with them included the Electric Auto-Lite, Sylvania Electric, and Coast Guard billings, all of them now active in broadcasting.

The current executive staff is a compact one, considering that C&P will have at least seven television programs this Fall (as well as a similar number in AM radio). But this is explained in the setting forth of the agency's philosophy below. A staff lineup looks something like this:

Thomas J. Maloney - VP	Joseph Lamneck - Prod Chief	Harry Parnas - Media Dir
David G. Lyon - VP	John Donnelly - Asst	Mary Collins - Asst
George Foley - Director TV	Frank Arundel - Asst	Herb Gruber - Asst
Frank Gilday - Business Sup	John Seerey - Asst	Franklin Brill - Pub Rel
Bill Patterson - Asst Dir TV	Phil Thompson - TV Copy Ch	Tom Johnson - Asst
Daniel Shea - Merchandizing	John Pinto - Asst	Jim Lister - Asst
	Jane Taliaferro - Asst	Patricia Will- Foley Asst

TV SHOWS ON THE AIR

Suspense	CBS	9:30-10pm Tuesdays	For Electric Auto-Lite
Mr. I. Magination	CBS	6:30-7pm Sundays	For Lamont, Corliss (Nestle Candy)
Take A Chance	NBC	10:30-11pm Sundays	For Lamont, Corliss (Nescafé) Octl
Mystery Playhouse	CBS	10-10:30pm Tuesdays	For Amm-i-dent(Block Drug)Sept 19
Beat The Clock	CBS	10:30-llpm Fridays	For Sylvania Electric; Sept 29
Dramatic Program	CBS	9-10pm Wednesdays	For ByMart(Tintair); Mid-October
Sports Program	CBS	ll-ll:15pm Wednes.	For Bond Street Tob(PhilipMorris)

AD AGENCY PROFILE (more)

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C&P BELIEVES: "TAKE THE GAMBLE OUT OF TV"

Admittedly, the scramble for remaining time availabilities had a lot to do with the influx of C&P and other agencies' clients. But the argument that television has become too good a sales medium to be ignored had its support at C&P too. Now, faced with the weekly task of getting at least 7 shows on and off the video air, the agency has devised a philosophy keynoted by three basic points:

- 1. <u>Maintain a small staff</u>, but keep the maximum control over programs as well as commercials. The C&P staff numbers around 20, but through "farming out" production facilities responsibility to networks and packagers, while retaining close supervision over every phase of production, the agency makes every one of its 20 staffers a key man.
- 2. Don't ask clients for a blank check for TV in order to experiment, but rather buy established programs or according to time-tested theories in order to protect the client's investment. This is being cautious, not reactionary, in order to minimize the client's risk.
- 3. <u>Merchandise & Publicize around the programs</u>. Television is "hot" now and it is valuable for winning dealers' loyalty. Cecil & Presbrey has the former merchandising director of Lever Brothers, Dan Shea, to head up its TV merchandising. Some of his Electric Auto-Lite promotions have paid off remarkably well, and currently, announcer Rex Marshall of <u>Suspense</u> is featured on point-of-sale displays all over the country. Sylvania, with sponsorship of <u>Beat The Clock</u> coming up, plans to make films around the programs for showing at dealer conventions and the like. At the same time, publicity director, Franklin Brill, and staff work on the press relations aspect of merchandising the program.

In general, the programs now on or coming up support these theories. Take A Chance, which has been set for Nescafe, is a new Ted Ashley package, but in its late Sunday time spot and with Don Ameche as MC, this audience participation program is a hopedfor "Take It Or Leave It" potential.....Beat The Clock for Sylvania gives the sponsor high identity at a low cost.....Mr. I.Magination has not only kid but family appeal as well, making it a good buy in the Sunday 6-6:30pm CBS slot....while the Amm-i-dent Mystery Playhouse which debuts on Tuesday September 19 at 10pm over CBS-TV, is apparently going to be part of an agency's first attempt at block programming in television, since C&P has slotted it immediately after its high-ranking <u>Suspense</u> stanza in order to cash in on a loyal audience. <u>Suspense</u>, incidentally, must be credited for its TV development to George Foley and his C&P staff as much as to the CBS programmers. With an established formula and reputation to build on, it nevertheless had to be adapted in close harmony between director Robert Stevens for CBS and Foley.

Of particular interest is the new dramatic show for ByMart, which is scheduled for a mid-October debut in the time slot occupied until then by Toni. The attempt, of course, is to pick up the Toni audience for C&P's new product"Tintair", getting a tremendous space and broadcasting play by its owners. Reputedly, they're spending some \$3-4 million in three months to promote the hair rinse.

COMMERCIALS -- C&P has adopted the policy, wherever possible, of using an experienced program director for its commercials, with John Peyser of CBS handlin_é the <u>Suspense</u> work while Bob Bleyer, also a CBS staffer, is slated for the Amm-i-dent commercials, which will largely be testimonials from the studio audience, according to the dentifrice's AM formula. In general, sugar coated commercials are the C&P rule, as particularly evidenced in the way Paul Tripp integrates them on Mr. I.Magination. <u>Suspense</u> animated jobs and demonstrations by Rex Marshall are almost classics by now.

INCIDENTAL: Agency has Spots in 10 markets for Nestle's Chocolate & Quik; has deale Spots running for Auto-Lite, has NYC spots for Topps gum; and others. Difficulty in clearing stations is a major problem in the block programming attempt, but its effectiveness will probably be watched by the whole trade. Not bad for C&P. ROSS REPORTS - Page 10 - AGENCY PROFILE THE REPORT OF THE SHORE OF THE

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ON TELEVISION PROGRAMMING

Ross Reports

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ED & PUB: Wallace A. Ross RESEARCH: Emily Jordan VOL. 2 NO. 6 SUPPLEMENT C SEPTEMBER 17-23, 1950

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COLOR, HOOPER, THEATER TV, RED CHANNELS, CABLE ALLOCATIONS COLUMNAL LIBRARY MADE NEWS LAST WEEK

SET MFGRS. SNARLED OVER COLOR -- Radio & Television Manufacturers Association met in New York last Thursday, with one of the biggest top

ics on the agenda being the crystallization of some industry answer to the FCC order that receiver manufacturers must indicate by Sept 29th whether or not they will install double scanning brackets for black & white and color into all new television sets they produce. Manufacturers would have to swing over into such production within 30 days after that date. If the manufacturers fail to indicate compliance with the FCC demands, the commission has advised that it will then definitely rule that the CBS color system is to be adopted....Compliance with the demand, however, would post pone final decision until sometime in January, with competitive systems given another chance to demonstrate their revised methods before that time....Manufacturers were mentioned as being concerned over the \$20-\$30 & even larger rise in price to consumers and as to whether they could switch over in time to meet the FCC stipulations.

NETWORKS BALK AT CABLE ALLOCATIONS -- Enlargement of the AT&T interconnection cables now going on may be gladdening the hearts of

individual stations, but the networks are thoroughly embroiled in an attempt to distribute cable facilities "equitably" according to FCC instructions. NBC and CBS, it is reported, would like to have the cable time allocated according to the amount of commercial programs being sent out. ABC and DuMont claim that such a criterion is irrelevant and that time should be allotted equally.....Meanwhile, NBC-TV announced that it was adding 14 stations to its interconnected network and that it would have a total of 47 interconnected stations plus 16 by kinescope by the end of October.... New markets on the interconnected cable include: Greensboro,N.C., Charlotte, N.C., Jacksonville,Fla., Atlanta,Ga., Birmingham,Ala., Louisville,Ky., Indianapolis, Ind., Davenport,Ia, Ames,Ia, Nashville,Te., Bloomington,Ind., Kansas City,Mo., and Minneapolis-St.Paul, Minn.

HOOPER ANNOUNCES NEW 12-CITY POPULARITY RATING -- Limited until 1951 to combined ratings in no more than 2 states, C.E. Hooper last week announced a "new, fast, sensitive" rating service from 12 interconnected Ohio and N.Y. TV cities, designed to act as a talent and program testing area, with reports available four days after program time. Method used will continue to be 600 coincidental calls per half-hour program in the 12 cities, with the service offered on a weekly basis or monthly for special reports....Meanwhile, the impartial committee headed by Dr. Ken Baker of the NAB, met in New York Friday(15) to begin considering the differences in the various rating services in an attempt to report back to the industry with its findings....Ross Reports will print an objective analysis of the rating situation either next week or the following week. (more news - P 4) The second s

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THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

- <u>Sun(17)</u> NBC(Ch 4) 8-9pm; DEBUT <u>The Dean Martin Jerry Lewis Show</u>; from WNBT to E&MW Nets; Second in the Colgate Comedy series; variety revue with production numbers; NBC Exec Prod - Sam Fuller; Assoc Prod - Bob Masson; TV Director - Kingman Moore; Prod of The Martin & Lewis Show - Ernie Glucksman; Writers - Norman Lear, Everett Simmons & Herbert Crane.
- <u>Mon(18)</u> CBS(Ch 2) 3:30-4pm; DEBUT Look Your Best; on WCBS-TV only; Richard Willis assisted by Astrid Lind in a women's beauty "how to" show; Sponsor - International Latex; Agency - Foote, Cone & Belding.
 - NBC(Ch 4) 8-8:30pm; DEBUT The Speidel Show; from WNBT to E&MW Nets; Musical variety quiz based on radio's "What's My Name" featuring Paul Winchell & Jerry Mahoney; Sponsor - Speidel Corp; Agency -Sullivan, Stauffer, Colwell & Bayles; Packager - Louis G. Cowan; Prod-Dir - Sherman Marks, Cowan; Supervisor - John Moses, Cowan; Choreography - Charles Kate; Music - John Gart; Sets - Mabel Buell, NBC; Costumes - Brooks.
 - NBC(Ch 4) 5:15-5:30pm; DEBUT Panhandle Pete & Jennifer; on NBC-TV Net Mon-Fri; children's program with Jennifer Holt & Johnny Coons supplying the voices for animated stories; fron WNBQ Chicago; Producer - Stefan Hatos; Director - Dan Petrie; Writer - Ray Chan; Artists - Bill Newton & Stan Louis; Music - Adele Scott.
- <u>Tue(19)</u> CBS(Ch 2) 10-10:30pm; DEBUT <u>Amm-i-dent Theater</u>; from WCBS-TV to E&MW Nets; mystery and adventure stories; Sponsor - Block Drug Co for Amm-i-dent; Agency - Cecil & Presbrey; Supervisor - George Foley, C&P; Producer - Martin Ritt, CBS; Director - Yul Brynner, CBS; Music - Tony Mattola; Sets- Bob Markel, CBS.
 - NBC(Ch 4) 8-9pm; RETURN <u>Texaco Star Theater</u>; from WNBT to E&MW Nets; Milton Berle with top variety acts; Sponsor - Texaco; Agency -Kudner; Supervisor - Myron Kirk, Kudner; Packager - William Morris; Producer - Ed Cashman, Kudner.
- <u>Wed(20)</u> NBC(Ch 4) 6:30-6:55pm; DEBUT <u>New York Closeup</u>; on WNBT only Mon-Fri; interview show with Tex & Jinx McCrary; Producer - Kay Elliot; Director - Al Scott, NBC.
- <u>Thu(21)</u> ABC(Ch 7) 15 min following Roller Derby; DEBUT <u>Red Grange Predicts</u>; from WENR-TV Chicago; former Illinois Grid Star discusses football; Sponsor - Florsheim Shoe (13 weeks); Agency - Gordon Best.
 - CBS(Ch 2) 10:30-11pm; DEBUT Nash Airflyte Theater; from WCBS-TV to E&MW Nets; adaptations of short stories and one act plays with name stars and William Gaxton as host; Sponsor - Nash Div of Nash-Kelvinator; Agency - Geyer, Newell & Ganger; Supervisor - Tom Hicks, Geyer; Packager - MCA; Prod-Dir - Marc Daniels; Script Ed - Kenneth Buckridge; Costumes - Paul du Pont; Sets - Sam Leve; Prod Mgr - Sylvia Friedlander.
- Fri(22) CBS(Ch 2) 10:30-11pm; CHANGE By Popular Demand; from WCBS-TV to E&MW Nets; changes time from 10-10:30pm.

DEBUTS, HIGHLIGHTS, FUTURES(more)

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 DEBUTS, HIGHLIGHTS, CHANGES (Continued)

- <u>Fri(22)</u> CBS(Ch 2) 10-10:30pm; DEBUT <u>Star In The Family</u>; from WCBS-TV to E&MW Nets; variety revue featuring "surprise" name entertainment guests introduced by a relative, with Morton Downey as MC; Sponsor - Kelvinator Div of Nash-Kelvinator; Agency - Geyer, Newell & Ganger; Producer - Cobey Ruskin MCA; Director - John Wray CBS.
 - DuM(Ch 5) 11-11:15pm; DEBUT The John Feeney Show; Variety format; Sponsor - Schaefer Beer; Agency - BBD&O; Producer - Gladys Franklin BBD&O.
- Sat(23) ABC(Ch 7) 7:30-8pm; DEBUT Life With The Erwins; from KECA Los Angeles to E&MW Nets; family comedy with Stu Erwin and his wife, June Collyer; Sponsor - General Mills for Gold Medal Flour & Wheaties; Agency - Dancer-Fitzgerald-Sample; Filmed by Roland Reed Productions; Producer - Hal Roach, Jr.
 - NBC(Ch 4) 5:30-5:45pm; DEBUT The Joe DiMaggio Show; from WNBT to E&MW Nets; Dimaggio answering questions and demonstrating for a group of children plus film bits of exciting games; Sponsor-Lionel Trains; Agency - Buchanan; Packager - Barry-Enright Productions; Producer - Ted Eshbaugh, B-E Director - Grey Lockwood NBC.

LAST WEEK'S ARRIVALS

- ABC -- Holiday Hotel to the Net; 9-9:30pm Thurs; Don Ameche MC; Sponsor Peckard. Don McNeill TV Club from WENR-TV to E&MW Nets; 9-10pm Weds; Sponsor - Philco. Treasury Men In Action to the Net; 8-8:30pm Mondays; Sponsor - Chrysler. Penthouse Party to the Net; 10-10:30pm Fridays; Sponsor - Best Foods.
- CBS -- At Home Show on WCBS-TV only; 11-11:15pm Mondays; Sponsor Masland Rugs. <u>The Alan Young Show</u> on kine to 19 sta E&MW Nets; 9-9:30pm Thursdays; Sponsors-Esso & The Kroger Co. (food stores). <u>Magnavox Theater</u> to the Net; 9-10pm alt Fridays (with Ford Theater).
- NBC -- Philco Playhouse to E&MW Net; 9-10pm Sundays. Lucky Strike Theater to E&MW Net; 9:30-10:30pm alt Mondays.

FUTURES

- Sept 25 <u>The Goldbergs</u> return from WCBS-TV to E&MW Nets; domestic drama with Gertrude Berg; Sponsor - General Foods for Sanka Coffee; Young & Rubicam; Producer -Worthington Miner CBS; Director - Walter Hart CBS. 9:30-10pm Mondays.
- Sept 27 Joe Louis-Ezzard Charles Championship Fight from WCBS-TV to E&MW Nets; Sponsor - Pabst Beer; Agency - Warwick & Legler. Starts at 10pm.
- Oct 1 <u>Americana</u> from WNBT to E&MW Nets; 5-5:30 Sundays; Dramatizations; Sponsor -Quaker Oats; Agency - Sherman & Marquette; Packager - Martin Stone.

<u>Celebrity Time</u> from WCBS-TV to E&MW Nets; 10-10:30 Sundays; panel quiz & variety show; Sponsor - B.F. Goodrich; Agency - BBD&O; Packager - World Video; Producer - Dick Lewine, WV.

ROSS REPORTS

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FUTURES (Continued)

- Oct 1 <u>Showtime USA (ANTA) from WJZ-TV to E&MW Nets; 7:30-8</u> Sundays; variety show with top names and highlighting scenes from Broadway hits; Sponsor - Dodge; Agency - Ruthrauf & Ryan; Producer - Vinton Freedley ANTA.
- Oct 2 <u>Sugar Bowl</u> from WJZ-TV to E&MW Nets; 9-9:30 Mondays; Chico Marx in a talent revue; Sponsors - Pharma-Craft Corp & American Safety Razor; Agency - Ruthrauf & Ryan; Producer - Martin Gosch, R&R.

Lux Video Theater from WCBS-TV to E&MW Nets; 8-8:30 Mondays; Sponsor - Lever Bros; Agency - J. Walter Thompson; Producer - Calvin Kuhl, JWT; Directors -Fielder Cooke & Larry Goldwasser, JWT.

<u>Musical Comedy Time</u> from WNBT to E&MW Nets; 9:30-10:30 alternate Mondays; adaptations of Broadway musical hits; Sponsor - Procter & Gamble; Agencies -Camay through Pedlar & Ryan; Tide through Benton & Bowles; Packager - Bernard Schubert; Producer - Doug Coulter NBC.

Oct 3 <u>Billy Rose's Playbill</u> from WJZ-TV to E&MW Nets; 9-9:30 Tuesdays; dramatizations of the Rose columns; Sponsor - Hudson Motors; Agency - Brooke, Smith, French & Dorrance; Producer - Arnold Michaelis MCA.

> <u>Beulah</u> from WJZ-TV to E&MW Nets; 6:30-7 Tuesdays; film series starring Ethel Waters; Sponsor - Procter & Gamble; Agency - Dancer-Fitzgerald-Sample; Producer - Pictorial Productions.

> Can You Top This from WJZ-TV to E&MW Nets; 9:30-10pm Tuesdays; TV version of AM show; Sponsor - Maiden Wine; Agency - Weiss & Geller.

- Oct 4 <u>Wednesday Variety Show</u> from WNBT to E&MW Nets; 8-9pm Wednesdays; Jimmy Durante, Ed Wynn & Danny Thomas as rotating MC's; no sponsorship details yet
- Oct 5 <u>Kay Kyser Show</u> from WNBT to E&MW Nets; 9-10pm Thursdays; The College of Musical Knowledge; Sponsor - Ford Dealers; Agency - J. Walter Thompson; Producer-Director - Seymour Kulik, JWT.

<u>I Cover Times Square</u> from WJZ-TV to E&MW Nets; 10-10:30 Thursdays; adventure & mystery dramas; Sponsor - Air-Wick; Agency - Weintraub; Packager -Harold Huber.

<u>Big Town</u> from WCBS-TV to E&MW Nets; 9:30-10pm Thursdays; TV version of AM show; Sponsor - Lever Bros; Agency - Ruthrauff & Ryan; Producer - Charles Robinson, CBS; Director - Dave Rich CBS.

Groucho Marx Show from WNBT to E&MW Nets; 8-8:30 Thursdays; Sponsor - DeSoto Agency - BBD&O.

Oct 6 <u>Man Against Crime</u> from WCBS-TV to E&MW Nets; 8:30-9pm Fridays; featuring Ralph Bellamy; Sponsor - Camels; Agency - William Esty; Director - Paul Nickell. <u>Pulitzer Prize Playhouse</u> from WJZ-TV to E&MW Nets; 9-10pm Fridays; drams= tizations of prize winning novels; Sponsor - Schlitz Beer; Agency - Young & Rubicam; Producer - Edgar Peterson Y&R; Director - Alex Segal ABC.

> Art Linkletter Show from WENR-TV Chicago to E&MW Nets; 7:30-8pm Fridays; Audience participation show with MC Art Linkletter; Sponsor - Minnesota Canning Co; Agency - Leo Burnett.

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FUTURES (Continued)

Oct 7 The Ken Murray Show from WCBS-TV to E&MW Nets; 8-9pm Saturdays; variety revue; Sponsor - Budweiser; Agency - D'Arcy; Producer - Ken Murray, CBS.

Saturday Night At The Garden from WABD to E&MW Nets; telecasts of 26 Saturday night events from Madison Square Garden.

- Oct 8 <u>Old Fashioned Meeting</u> from KECA-TV Los Angeles to E&MW Nets; time not set; TV version of AM "Old Fashioned Revival Hour" with Dr. Charles E. Fuller; Sponsor - Gospel Broadcasting Assn; Agency - R.H. Alber Co (Los Angeles).
- Oct 10 <u>Vaughn Monroe Show</u> from WCBS-TV to E&MW Nets; 9-9:30 Tuesdays; features Monroe & guests; Sponsor - Camels; Agency - William Esty.
- Oct 29 <u>Frigidaire Show</u> from WNBT to E&MW Nets; 8-9 Sundays; Frigidaire picks up the fourth week of the Sunday evening comedy series; first show to star Bob Hope.

Jack Benny Show from WCBS-TV to E&MW Nets; time & format not set; Sponsor - American Tobacco Co.

October Burns & Allen from WCBS-TV to E&MW Nets; alternate weeks; time and day not set; Sponsor - Carnation Milk; Agency - Erwin, Wasey. First 3 shows from NY.

<u>Bert Parks Show</u> 3 times weekly $\frac{1}{2}$ hour daytime variety show; no details available on days, time or network; Sponsor - General Foods; Agency - Young & Rubicam; Packager - Louis G. Cowan.

Untitled Dramatic Show from WCBS-TV to E&MW Nets; 9-9:30 Wednesdays; Sponsor Bymart for Tintair; Agency - Cecil & Presbrey.

ADD

Oct 15 Arthur Murray's Party Time from WABD to E&MW Nets; 9-10 Sundays; variety show MC'ed by Mrs. Murray.

NEWS Continued from Page 1

THEATER TV TO EXPAND -- As reported in Radio Daily this past week, more than 10 theaters will have television facilities this Fall, with United Paramount Theaters planning to cover Big Ten football games in 2 Chicago, 1 Minneapolis and 1 Detroit film house. The experiment is being touted as designed to determine the effect on the sports gate as well as TV's drawing power to theaters. At the same time, RKO is reported to be readying its Fordham theater in the Bronx for October completion...and Fabian and Century theaters in the metropolitan New York area are also equipped with the large screens.

DAYTIME TV TO GET BIG FUSH -- The influx of both big-name stars and programming into daytime television is reported by all the trade press, with General Foods spotlighting the way in a \$1 million time and talent spread that includes Bert Parks in a three-time-a-week stanza. WOR-TV announced that it was going into afternoon programming also, raising its schedule to 14 hours daily....and WJZ-TV raised its hourly rate to \$2200 and its 1 minute rate to \$500. Incidentally, the 10:3 time period in the evening is still regarded as Class C, although Fall schedules call for major programming on all networks at that period.

RED CHANNELS FRONT SUBSIDES -- Various forms of industry-wide reactions were being organized last week, but no new sensational developments were reported. The front still smoulders, with Billboard in the middle of a campaign to oust all Reds from the field & various talent groups huddling.

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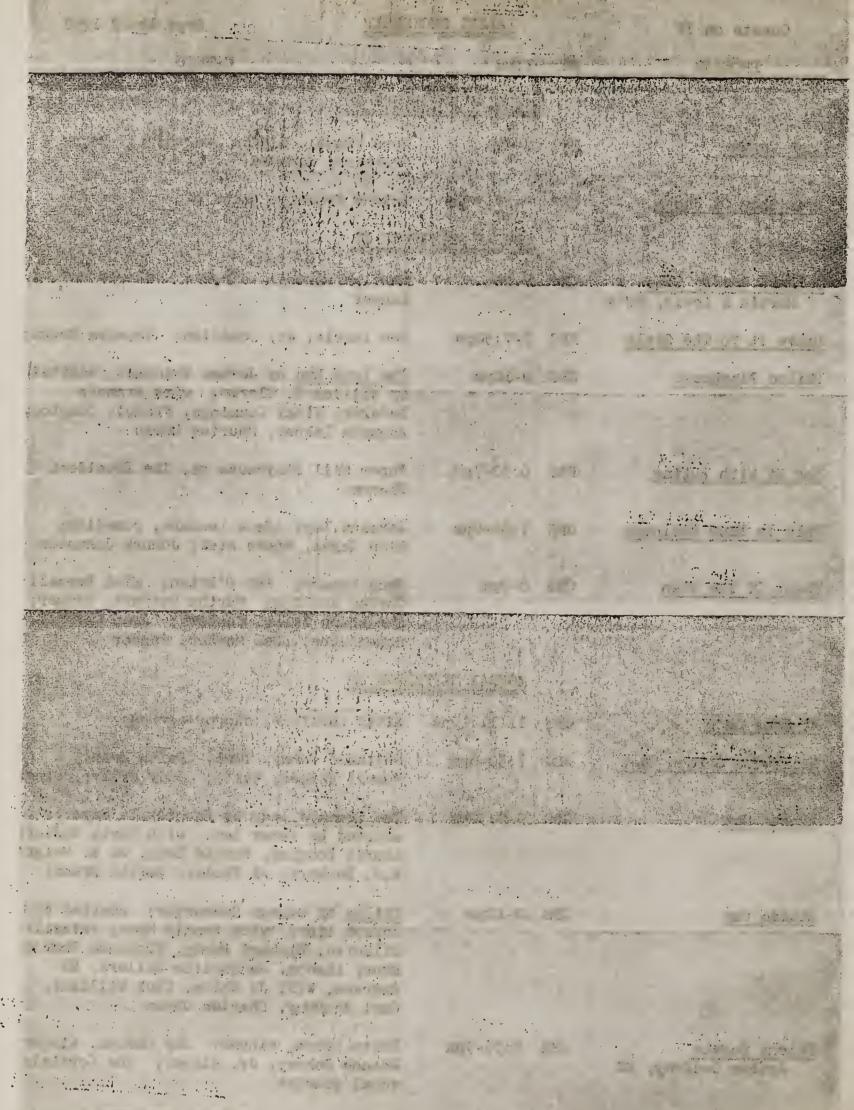
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Guests on TV	TAI	ENT SHOWSHEET Sept. 16+22-1950
PROGRAM	NET TIME	GUESTS
	SATURI	DAY SEPTEMBER 16
Jack Carter	NBC 8-9pp	vera Vague; Gladys Swarthout; Berry Brothers, dancers
Your Show Of Shows	NBC 9-10	30pm Arlene Francis, guest MC
	SUNDA	AY SEPTEMBER 17
Colgate Comedy Time Martin & Lewis, MC's	NBC 8-9pr	Marilyn Maxwell, singer; Valerie Bettis, dancer
Leave It To The Girls	NBC 7-7:3	Opm Joe Laurie, Jr, comedian; Vanessa Brown;
Philco Playhouse	NBC 9-101	The Long Run by Jerome Weidman; adapted by William K. Clarke; with Francis Lederer, Vicki Cummings, Francis Compton, Augusta Dabney, Maurice Burke
Say It With Acting	NBC 6:30-	7pm Paper Mill Playhouse vs. The President Players
This Is Show Business	CBS 7:30-	-8pm Laraine Day; Jack Leonard, comedian; Bidu Sayao, opera star; Johnny Johnston
Toast Of The Town	CBS 8-9pr	Hedy Lamarr; Pat O'Brien; Mimi Benzell; Gorden Jenkins; Martha Stewart, singer; Blackburn Twins, dancers; Jean Carroll, comedienne; Hal Menken, dancer
	MOND	AY SEPTEMBER 18
At Home Show	CBS 11-1	1:15pm Kitty Carlisle, singer-actress
Hollywood Screen Test	ABC 7:30	-8pm Reginald Denny, lead; Faith Brook, Robert Baines, tests; Jody Miller, sing€
Lights Out	NBC 9-9:	50pm <u>The Leopard Lady</u> by Dorothy L. Sayer; adapted by James Lee: with Boris Karloff Laurie Douglas, Ronald Long, Jo H. Wright A.J. Herbert, Al Thaler, Martin Brandt
<u>Studio One</u>	CBS 10-11	Trilby by George DuMaurier; adapted by Joseph Liss; with Arnold Moss, Priscille Gillette, Richard Purdy, Florence Stanley Henry Lascoe, Jacqueline Willard, Ed Andrews, Will J. White, Dick Williams, Carl Anthony, Charles Caron
Talent Scouts Arthur Godfrey, MC	CBS 8:30	-9pm Helen Spina, singer; Joy Carson, singer Roscoe Dabney, Jr, singer; The Cordials vocal quartet
ROSS REPORTS		TALENT SHOWSHEET (more)



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PROGRAM	NET	TIME -	GUESTS	
•	MONDAY SEPTEMBER 18 (Continued)			
Vanity Fair	CBS	4:30-5pm	Gene Cavellero, owner of the Colony	
We Take Your Word	CBS	9:30-10pm	Cornelia Otis Skinner; Al Capp.	
Who Said That	NBC	10:30-11pm	Vanessa Brown, actress; Robert Ruark, columnist	
Voice Of Firestone	NBC	8:30-9pm	Nadine Conner, opera star	
TUESDAY SEPTEMBER 19				
Armstrong Circle Theater	NBC	9:30-10pm	The Other Woman orig by Dennis Conover; with LouiseAlbritton, Glenn Langan, Amanda Randolph, Beverly Whitney	
Amm-i-dent Playhouse	CBS	10-10:30pm	See Debuts	
Cavalcade Of Bands	DuM	9-10pm	Shep Fields; Wally Cox, comedian	
Little Show	NBC	7:30-7:45pm	Narita Moss, singer	
<u>Sure As Fate</u>	CBS	8-9pm	Run From The Sun adapted by Worthington Miner & Mel Goldberg from the novel "Walk The Dark Streets" by William Krasner; with Robert Cummings, Jean Gillespie, Betty Bartley, Leslie Nielsen, Cliff Hall, Leslie Barrett, Marion Scanlon, Stewart Bradley, Gene DeSantis, Larry Ward, Joe Boland, Larry Weber, Dorothy Blackburn, James Coots, D. Keyes	
Texaco Star Theater Milton Berle, MC	NBC	8-9pm	Charles Coburn; Robert Alda, actor	
Vanity Fair	CBS	4:30-5pm	Felix Knight, Met tenor	
	WEDNESDAY SEPTEMBER 20			
Cameo Theater	NBC	8:30-9pm	Paper Sack orig by Norman Zero; with Denny Harrison, Gavin Gordon, James Addition Little	
Dinner At Sardi's	WOR	7 :30-8	Erskine Qaldwell, novelist; Ruth St. Denis, dancer; Charleston Hester, actor	
Kraft Theater	NBC	9-10pm	Last Stop orig by Irving Davis; with Mildred Dunnock, Isobel Price, Enid Markey, Eda Heineman, Nell Harrison, Josephine Brown, Georgia Harvey	
The Web	CBS	9:30-10pm	Murderer's Challange orig by Hugh Pente- cost; with Ralph Bell, E.G. Marshall, Peggy French, Charles Benjamin	
ROSS REPORTS			TALENT SHOWSHEET (more)	

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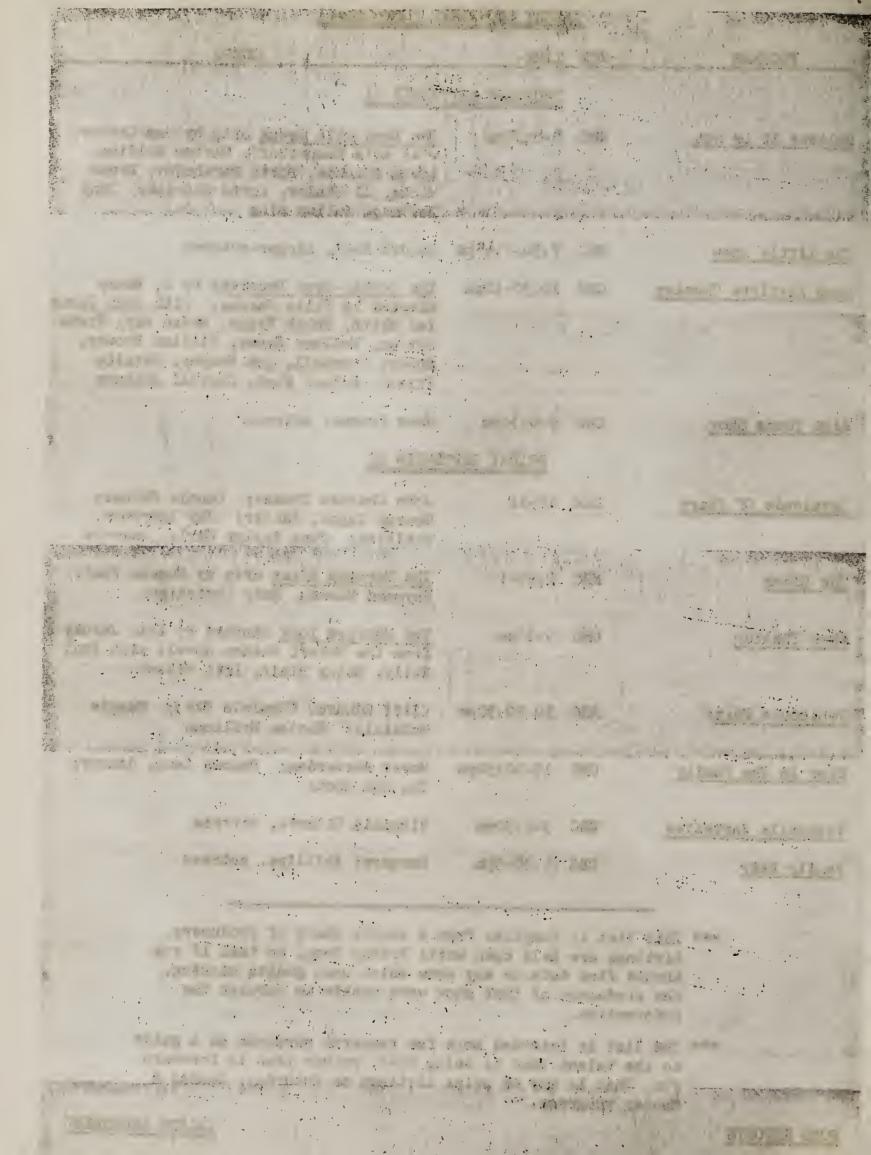
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TALENT SHOWSHEET (Continued)

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PROGRAM	NET	TIME	GUEST	
		THURSDAY SEP	TEMBER 21	
<u>Believe It Or Not</u>	NBC	8-8:30pm	The Dead Will Speak orig by Sam Carter; with Adia Kuznetzoff, Miriam Goldina, Lewis Edmonds, Boris Marshalov, Bruno Wicks, Al Thaler, Lotte Stavisky, Tony Dowling, Julius Bing	
The Little Show	NBC	7:30-7:45pm	Sandra Deel, singer-actress	
Nash Airflyte Theater	CBS	10:30-11pm	The Double-Dyed Deceiver by O. Henry adapted by Ellis Marcus; with John Payne, Ian Keith, Ralph Riggs, Helen Ray, Frank Sutton, Wallace House, William Brower, Robert Cromwell, Tom Heaphy, Natalie Priest, Roland Wood, Carroll Ashburn	
Alan Young Show	CBS	9-9:30pm	Jane Froman, actress	
FRIDAY SEPTEMBER 22				
Cavalcade Of Stars	DuM	10-11	John Charles Thomas; Connie Haines; George Tapps, dancer; Jay Lawrence, satirist; June Taylor Girls, dancers	
The Clock	NBC	9:30-10	The Morning After orig by Eugene Paul; Raymond Massey, Mady Christians	
Ford Theater	CBS	9-10pm	The Married Look adapted by Lois Jacoby from the Robert Nathan novel; with Paul Kelly, Betsy Blair, Lois Wilson	
Penthouse Party	ABC	10-10:30pm	Cliff Edwards (Ukelele Ike); Maggie McNellis; Eloise McElhone	
Star In The Family	CBS	10-10:30pm	Morey Amsterdam; Ramona Lang, dancer; The Ink Spots	
Versatile Varieties	NBC	9-9:30pm	Virginia Gilmore, actress	
Vanity Fair	CBS	4:30-5pm	Margaret Phillips, actress	

- *** This list is compiled from a weekly check of producers. Listings are held open until Friday Noon, so that if you should find data on any show which uses guests missing, the producers of that show were unable to furnish the information.
- *** The list is intended more for research purposes as a guide to the talent that is being used, rather than to forewarn you. That is why we print listings on Saturday, Sunday & Monday programs.

TALENT SHOWSHEET



ON TELEVISION PROGRAMMING

Ross Reports

opyright 1950 - by WALLACE A. ROSS . 551 FIFTH AVENUE, N. Y. 17, N. Y. . MUrray Hill 2-5910

ED & PUB: Wallace A. Ross RESEARCH: Emily Jordan

VOL. 2 NO. 6 SUPPLEMENT D SEPTEMBER 24-30, 1950 1751

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THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

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Sun(24) - ABC(Ch 7)

7) 11-12 midnight; DEBUT - Bee Kalmus' Orchid Room; om WJZ-TV only variety show with top guests; Packager - Tele-Scope; Supervisor Ed Bobley; Producer - Jack Beekman, ABC; Director - Fred Carr, ABC; This week's guests include George DeWitt, comedian; Sandra Berle, mother of Milton Berle; Case Franklin & Monica Moore, singing duet.

CBS(Ch 2) 6:30-7pm; CHANGE - Mr. I. Magination; from WCBS-TV to E&MW Nets. dramatizations of children's classics; picks up Sponsor -Corliss Lamont Co. for Nestle's Chocolate Products; Agency -Cecil & Presbrey.

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9-10 m; RETURN - Fred Waring Show; from WCBS-TV to E&MW Nets; variety revue featuring Waring & the Pennsylvanians; Sponsor -General Electric; Agency - Young & Rubitam; Producer - Ed Duerr, Y&R; Director - Bob Banner, Waring.

1C:15-11pm; HIGHLIGHT - Atomic Protection Program; from WTOP-TV Washington to E&MW Nets; narrator - CBS Washington correspondent Walter Cronkite; measures to be taken by communities, authorities & individuals in event of attack; Producer - Irving Gitlin, CBS; Supervisor - Werner Michel, CBS.

NBC(Ch 4)
8-9pm; DEBUT - The Fred Allen Show; from WNBT to E&MW Nets; Third in Colgate Comedy series; talent group packaged by Willia Morris includes: dencers - Helen Wood, Christine Karner, Sonya Basante, Frances Rainer, Mary Bingham, Tommy Marlowe; singers -Pat Hatheway, Julia Williams, Marilyn Delaney, Angela Castle, Jimmy Allison, John DuBois, Tod Manner, Bill Roberts; Music -Al Goodman; Special music & lyrics - Dick Barstow & Danny White Choreography - Dick Barstow; Sets - Furth Ullman; Costumes -Frank Thompson; Make-up - Dick Smith, NBC; NBC Exec Producer -Sam Fuller; Assoc Prod - Robert Masson, NBC; Producer of Allen Show - Charles Friedman, NBC; Ass't to Friedman - George Habib; TV Director - Kingman Moore. (For guests - see Talent Showsheet.

THIS ISSUE This Week - Debuts, Highlights, Changes.....1 Last Week - Arrivals, Departures, Changes.....3 Futures - Programs Due After Sept 30.....3 Showsheet - Guest Talent Scheduled This Week.....4 FEATURE - RATINGS - Who, How, Why & What For....7

* DIRECTCRY ISSUE will be published next week. Order extra copies in Advance.

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DEBUTS, HIGHLIGHTS, CHANGES (Continued)

Mon(25) - CBS(Ch 2) 7-7:30pm; CHANGE - The Stork Club; from WCBS-TV to E&MW Nets; Changes time from 7:45-8 Mon, Wed & Fri; now daily; musical variety & interview show; Peter Lind Hayes & Mary Healy MC Tues & Thurs, Johnny Johnston & Virginia Reynolds on Mon, Wed & Fri; Sherman Billingsley remains as host; Producer - Abe Burrows, CE Assoc Prod - Myron Dutton, CBS; Director - John Peyser.

> 8:30-9pm; RETURN - Arthur Godfrey's Talent Scouts; from WCBS-TV to E&MW Nets; variety format; Sponsor - Lipton's Tea; Agency -Young & Rubicam; Supervisor - Dave Levey; Y&R; Prod-Dir - Jack Carney, CBS.

> 9:30-10pm; RETURN - <u>The Coldbergs</u>; from WCBS-TV to E&MW Nets; family drama; Sponsor - Sanka Coffee; Agency - Young & Rubicam; Producer - Worthington Miner, CBS; Director - Walter Hart, CBS.

- NBC(Ch 4) 4-5pm weekdays; DEBUT <u>Kate Smith Hour</u>; from WNBT to E&MW Nets; variety, information, etc. show with Kate Smith & Ted Collins as host; Writers - Dorothy Daye, Ed Brainard & Al Gary; Music Dir - Jack Miller; Choreographer - John Butler; Sets - Mabel Buell, NBC; Costumes - John Boxer, NBC; NBC Exec Prod - Barry Wood; Producer - Ted Collins; Directors - Greg Garrison & Alan Neuman, NBC.
- Tue(26) ABC(Ch 7) 8-8:30pm; DEBUT All-American Game Of The Week; from WENR-TV Chicago to E&MW Nets; film of the Game of the Week narrated by Bud Fisher; Sponsor - Pontiac Motors; Agency - McManus, John & Adams (Detroit); Filmed by Sports Vision, Inc.
 - CBS(Ch 2) 7:45-8pm; DEBUT The Faye Emerson Show; from WCBS-TV to E&MW Nets; interview format; Sponsor - Pepsi-Cola; Agency - Biow; Producer - Gil Fates; Director - Alex Leftwich. (Tue, Thurs, Sat)

10-10:30pm; CHANGE - Danger; from WCBS-TV to E&MW Nets; formerly listed as Amm-i-dent Playhouse.

- Thu(28) ABC(Ch 7) 9:30-10pm; CHANGE Blind Date from WJZ-TV to E&MW Nets; picks up Sponsor - Gruen Watch Co; Agency - Stockton, West, Burkhart.
- Fri(29) ABC(Ch 7) 8-8:30pm; DEBUT Soap Box Theater; on WJZ-TV only; film by Video Recording.

11-11:15pm; DEBUT - The Robbins Nest; on WJZ-TV only; format will feature Fred Robbins as a TV Talent Scout, with Fran Gregory & Nate Cantor auditioning acts; Sponsor - Exquisite Form Brassiere Co; Agency - Brandford Advertising; Writer -Hal Fimberg; Producer - Theodore Sills, ABC; Director - Babette Henry ABC.

- CBS(Ch 2) 10:30-11pm; CHANGE Beat The Clock; from WCBS-TV to E&MW Nets; picks up Sponsor - Sylvania Electric Products; Agency - Cecil & Presbrey.
- WOR(Ch 9) 8-8:30pm; RETURN <u>Twenty Questions</u>; on WOR and the ABC Net ABC(Ch 7) (except WJZ-TV); Bill Slater and guest panelists who must identify person, place or thing in 20 questions; Sponsor - Ronson Art Metal Works (Local & Net); Agency - Grey; Producer - Jack Wyatt, Grey; Director - Roger Bower, WOR.

DEBUTS, HIGHLIGHTS, CHANGES (more)

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DEBUTS, HIGHLIGHTS, CHANGES (Continued)

- <u>Sat(30)</u> CBS(Ch 2) 1:30 on; DEBUT Football; on the CBS Net; Eight Army, Navy & Columbia games with commentaries by Red Barber; Sponsor - Esso; Agency - McCann-Erickson.
 - DuM(Ch 5) 2:30-3pm; DEBUT Life at Notre Dame; on the DuMont Net; Pregame show on life at the various colleges; Writer - Jud Kimber Campbell-Ewald; Director - Les Arries, DuM. On film.

3pm on; DEBUT - Football; on the DuM Net; 5 Notre Dame, 2 Yale, & 1 other game; commentaries by Mel Allen & Jim Britt; Sponsor-Chevrolet; Agency - Campbell-Ewald.

NBC(Ch 4) 1:15-1:45pm; DEBUT - <u>Touchdown</u>; on WNBT only; sports quiz with audience contestants vs. guest expert; Hal Tunis, MC; Sponsor -Cortley Frozen Foods; Agency - Fairfax; Packager - Albert Black; Director - Bill Harbach, NBC.

> 1:45 on; DEBUT - <u>Ivy League Football</u>; on the NBC Net; 9 games; Bill Slater comments; Sponsor (lst half)- Atlantic Refinery; Agency - N.W. Ayer; Director - William Garden, NBC; Series ends with Army-Navy Game sponsored by Gillette.

IAST WEEK'S ARRIVAL -- NOT YET RECORDED IN ROSS REPORTS

Sept 23 <u>Saturday Night News</u>; on WNBT only; 10:30-10:45 pm; Ben Grauer commenting; Sponsor - Savarin Coffee; Agency - Lawrence C. Gumbinner.

FUTURES

Oct 1 <u>The Gabby Hayes Show;</u> from WNBT to E&MW Nets; 5-5:30pm Sundays; dramatized Western tales; Sponsor - Quaker Oats; Agency - Sherman & Marquette; Packager Martin Stone; Scripts - Jerome Coopersmith & Ray Wilson; Prod-Dir - Vincent Donehue, NBC.

> Take A Chance; from WNBT to E&MW Nets; 10:30-llpm Sundays; Audience Participation show with Don Ameche, MC; Sponsor - Nestle Corp for Nestea & Nescafe; Agency - Cecil & Presbrey; Packager - Ted Ashley; Producer - Richard Lewis, Ashley; Director - Grey Lockwood, NBC.

Oct 2 <u>Horace Heidt Show;</u> from WCBS-TV to E&MW Nets; 9-9:30pm Mondays; talent show; Sponsor - Philip Morris; Agency - Biow; Producer - Glen Miller; Director -Basil Wrangle.

Perry Como Show; from WCBS-TV to E&MW Nets; 7:45-8pm Mon, Wed, Fri; musical variety; Sponsor - Chesterfield; Agency - Cunningham&Walsh; Prod-Dir - Lee Cooley, C&W.

- Oct 6 <u>Untitled Musical Show;</u> WABD only 11:15-11:30 Fridays; featuring Hi, Lo, Jack & the Dame; Sponsor - Chock Full O'Nuts; Agency - Fairfax.
- Oct 10 Prudential Playhouse; from WCBS-TV to E&MW Nets; 8-9 Tuesdays; Agency -Calkins, Holden, etc; Producer - Donald Davis, CBS.
- Oct 12 <u>Burns & Allen Show;</u> from WCBS-TV to E&MW Nets; 8-8:30pm alt Thursdays; Sponsor - Carnation Milk; Agency - Erwin, Wasey; Scripts - Paul Henning, Sid Dorfman, Harvey Helm & William Burns; Prod-Dir - Ralph Levy, CBS. (First 3 shows from New York, rest from Hollywood.)

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Guests on TV		TALENT S	HOWSHEET Sept 23-29 1950						
PROGRAM	NET	TIME	GUESTS						
SATURDAY SEPTEMBER 23									
Jack Carter	NBC	8-9pm	Patricia Morison, singer-actress; Cesar Romero, actor						
Your Show Of Shows	NBC	9-10:30pm	Lee Bowman, guest MC						
		SUNDAY SE	PTEMBER 24						
Colgate Comedy Time Fred Allen, MC	NBC	8-9pm	Monte Woolley; Rise Stevens; Sono Osato, ballerina						
Philco Playhouse	NBC	9-10pm	Dear Guest And Ghost by Sylvia Dee; adapt- ed by Alexander Kirkland; with Josephine Hull, Barry Nelson, Ben Lockland, Barbara Joyce, Billy James, Ken Rockefeller, John Seymour, Mabel Taylor						
Say It With Acting	NBC	6:30-7pm	Arthur Murray Dancers vs. President Player						
Starlit Time	DuM	7-8pm	Ruth St. Denis, dancer						
This Is Show Biz	CBS	7:30-8pm	Ruth Chatterton, actress; Sam Levenson, Comedian; Vivian Blaine, singer-actress; Bill Callahan, dancer						
Toast Of The Town	CBS	8-9pm	Gloria Swanson; Jimmy Nelson, mimic; Carol Lynn, ice skater; Harold King, dancer; Harvey Stone, comedian; Anna Marie Alberghetti, singer						
		MONDAY SE	PTEMBER 25						
At Home Show	CBS	11-11:15pm	Eric Victor, dancer						
Hollywood Screen Test	ABC	7:30-8pm	Selena Royle, lead; Alan Shayne, Betty Skelton, Anna Karen, tests						
Lights Out	NBC	9-9:30pm	Sisters of Shadow orig by Richard McCracke: & George Batson; with William Eythe, Elinor Randel, Priscilla Towers, Jason Johnson, Francois Grimard, Stan Ross						
Lucky Strike Theater	NBC	9:30-10:30	The Big Sleep by Raymond Chandler; adapted by Richard Morrison; with Zachary Scott, Patricia Gaye, Jan Miner, Lewis Charles, Sonia Darrin, Louis Sorin, Frank DeKova, Maurice Shrog, Romola Robb, Gordon Clark, Herbert Rudley, Harry Kingston						
Mohawk Showroom	NBC	7:30-7:45pm	Bobby Sherwood, band leader						
OKay Mother	DuM	1-1:30pm	Mrs John Carradine						
ROSS REPORTS		- pa	ge 4 - TALENT SHOWSHEET(more)						

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TALENT SHOWSHEET (Continued)

MONDAY SEPTEMBER 25 (Continued)

	=		(continued)
Studio One	CBS	10-11pm	Away From It All by Val Gielgud; adapted by Worthington Miner; with Alan Marshall, Kevin McCarthy, Catherine McLeod, Faith Brook, Kai Dee, Haila Stoddard, Ralph Rigg Jim Nolan, Rick Hollister
Talent Scouts Arthur Godfrey MC	CBS	8:30-9pm	Jack Dabdoub, singer; Marlys Ann Watters, singer; Thelma Lee, comedienne; Blen- tones, instrumental quartet
Kate Smith	NBC	4-5pm	Lynn Duddy vocal group; John Butler Dan- cers; Eddie Senz, make-up artist
Who Said That	NBC	10:30-11pm	James Thurber; Gypsy Rose Lee
Voice Of Firestone	NBC	8:30-9pm	Thomas L. Thomas, baritone
		TUESDAY SE	PTEMBER 26
Armstrong Circle Theater	NBC	9:30-10pm	The Elopement orig by Harold Taub; with Betty Caulfield, Robert Allen, Biff McGuire, Patricia Remick, John Haffen
Danger (Amm-i-dent Playhous		10-10:30	August Heat by W.F. Harvey; adapted by Howard Rodman; with Alfred Ryder, Carmen Mathews, Eugene Rymer
Eloise Salutes Stars	DuM	7:30-7:45pm	Jean Simmons, actress; Harry Hershfield
Little Show	NBC	7:30-7:45pm	Rosemary Clooney, singer
Kate Smith	NBC	4-5pm	Don Ameche, actor; Ham Fisher, cartoonist, Pauline Trigere, designer
Sure As Fate	CBS	8-9pm	Mary Had A Little Lad by A. Mason; adapt- ed by Ann Honeycutt & David Davidson;
			with Douglas Watson, Leopoldine Constanting Felicia Montealegre, Frank Tweedle, Rex Williams, Theodore Tiller, John Glendenning Rudolph Watson
Suspense	CBS	9:30-10pm	The Six To One Shot orig by Alvin Sapinsle; with Toren Thatcher, E. Atwater, Philip Tong, John Newland, Wesley Addy
Vanity Fair	CBS	4:30-5pm	Lorenzo Fuller, actor-singer; Elinor Hillyer, interior decorator
		WEDNESDAY S	EPTEMBER 27
<u>Cameo Theater</u>	NBC	8:30-9pm	Murder Is A Matter Of Opinion orig by Jules Archer; with Fred Bartholemew, Henry Barnard, William Windom, Frank Rowan Jane Southerland, Harry Kingston, J.W. Austin, Don Briggs, William Kent, Pat Breslin, Harold Grau, Richmond Barrows

ROSS REPORTS

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TALENT SHOWSHEET(more)

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TALENT SHOWSHEET (Continued)

WEDNESDAY SEPTEMBER 27 (Continued)

Kraft Theater	NBC 9-	·10pm	The Green Pack by Edgar Wallace; adapted by Howard Lindsay; with James Daly, Mercer McLeod, Diana Douglas, Paul Giles, Philip Houston, Dayton Lummis, Eleanor Wilson, William Kee, Dorothy Graham
Kate Smith	NBC 4-	5pm	Mary Raye & Naldi, dancers
New York Closeup	NBC 6:	30-6:55	Ruth St. Denis, dancer
The Web	CBS 9:	30-10pm	The Witness by Marie Baumer & James Cava- naugh; adapted by Marie Baumer; with

THURSDAY SEPTEMBER 28

Theodore Newton

Richard Kollmer, John Shellie, Lee Grant,

Little Show	NBC	7:30-7:45pm	Lynn Howard,	singer

- Morey Amsterdam DuM 9-9:30pm Jody Miller, singer
- Nash AirflyteCBS 10:30-11pmBorrowed Memory by Henry Bordeaux; adapted
by Norman Lessing; Ruth Hussey, Toren
Thatcher, Chester Stratton, Katheryn
Grill, Janie Alexander
- Kate Smith NBC 4-5pm Guy Kibbee; Carol Stupell, interior decor
- Alan Young CBS 9-9:30 Eileen Barton, singer

FRIDAY SEPTEMBER 29

- Cavalcade Of Stars DuM 10-11pm Jan Peerce, opera star
- Magnavox TheaterCBS 9-10pmIn The Fog by Frances H. Davis; adapted
by Elihu Winer; with Francis L. Sullivan,
Rita Lynn, Evan Thomas, Peter Hobbs, Jack
Manning, Ivan Simpson, Graham Velsey,
Arthur Cooper, Mark Manson, Liam Dunn
- Mohawk Showroom NBC 7:30-7:45 Alan Dale, singer
- Kate Smith NBC 4-5pm Horace McMahon, actor; Riviera Chorus Line
- Star In The FamilyCBS 10-10:30Joey Adams, comedian; Pat Rooney IIIMrs. Fiorello LaGuardia
- Vanity Fair CBS 4:30-5 Ralph Cummings, folk singer-composer

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PROGRAM RATINGS -- THE WHO, HOW & WHY

Current Scramble of Rating Services Cues An Examination Of The Methods & Meanings of Hooper, Nielsen, Pulse, Videodex, ARB, Trendex, Etc. Especially As Applied To Program Producers

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A basic fault of all broadcasting research has been the failure of the researchers to make clear to the industry at large the methods and meanings of their work. Indeed, in some cases, their public relations has been devoted largely toward creating an aura of omnipotence and divine right beyond question by those who rose or fell on the strength of monthly proclomations.

Post-war ventures into the field by advocates of different techniques from the established ones have forced all researchers in general to "come back to the people" with justifications of their methods. The new crop of services weaned by tele vision have, in fact, pointed up their techniques as a factor in winning a foothold.

By and large, however, there is a lack of understanding throughout the industry - and especially on the part of production people, at whom any number of ratings are being thrown by way of indictment or acclaim. It is to this group that the following examination of the methods and meanings of the various continuous rating services is primarily directed. It will be old hat indeed to the few network and agen cy statisticians and sales promotion experts who work such wonders with their interpretations of the various communiques. But it should prove a source of enlightenment or at least a refresher course - to the production people who are faced with putting together a show that will please the greatest number of people.

For our information we have gone directly to those about whom we write Among those interviewed were: Richard Paige of the NBC-TV Research Department; Art Duram, head of CBS-TV Market Research; Sydney Roslow of The Pulse; W.S. Ahrbeck of the A.C. Nielsen Co; Nadine Miller of the C.E. Hooper Organization; Ed Hynes of Trendex. The information herein reflects no direct quotes on their part, but is rather a compilation of what they had to say along with other published facts.

This report is not an indictment of either broadcasting research in general or of any particular service. The consensus among research experts is that all of the rating services have some weaknesses. Where these have been indicated, it is by way of reporting rather than judging. There is functioning at present an interested committee of researchers headed by Dr. Ken Baker of Broadcast Measurement Bureau.It is in the process of formulating a plan for comparative analyses of the various techniques employed.

The purpose of this report - it should be stressed - is to set forth, on a non-technical level, an explanation of the differences among the various rating services plus an exposition of just what a rating is....and how production people and talent can make use of it to build better programs.

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### WHY RATINGS?

"Records show that, when used efficiently, broadcasting exerts a profound effect upon sales and profits."

A presentation book of the Nielsen Radio Index Service makes this point, and goes on to state that, in the case of network <u>radio</u> today..."A part of this effectiveness is due to the fact that radio provides substantially equal circulations among homes of widely different economic levels, located in all sizes of cities and towns and on the farms." (Of course, this cannot as yet be said of television, which is restricted largely to urban centers...thereby requiring adaptations in current measuring techniques...but the statement will ultimately apply.)

However, the presentation continues...."on a program-by-program basis, the record shows something different---wide variations in the size of audience from one program to another".

Recognizing that these variations do exist, broadcast advertisers have sought a..."yardstick by which to measure what they get for their money." They want to know the size and market value of their audience, and more. Such moves as the buying of time and maintenance of programs at maximum efficiency by advertising agencies...as time sales and programming by networks and stations...as buying and selling of talent...are dependent upon measurement of the audience reached.

### THE MEANING OF PROGRAM PATINGS

The Nielsen presentation, in another section, sounds a warning..."against the habit of regarding the program rating as a sound measure of the "popularity" or "listener appeal" of the program or artist. Actually, the program rating is the combined result of several factors such as:

- a. Popularity of the program and each of its artists or entertainment features.
- b. The number and character of the stations comprising the network.
- c. The day of week and time of day.
- d. The audience of programs preceding & following on the same network.
- e. The popularity of programs aired simultaneously over other stations.
- f. The effectiveness of any newspaper advertising or other promotion of the show.

"Therefore, the program rating should be viewed as a measure of the <u>size</u> and character of the audience actually reached, as the combined result of the numerous factors involved."

Each of the rating services achieves its program rating by its own technique (described in later sections), but, essentially, the end result gives to the advertiser a projectable figure which tells him how many homes are listening to or viewing his program. Knowing this number, he applies it to his time, talent, production and promotion costs, with the result being a "cost per home reached" figure that can be measured relatively within the broadcast medium or against competing media. Audience composition data gives him valuable supplementary information.

Illustration of this process may be found on the following page, but it is worth noting in passing that the tendency of many advertisers to ignore all factors (such as method used, composition of sample audience, etc.) in favor of the end result program rating is a misuse and a misconception of what research can tell him. Another tendency to cite the highest rating, regardless of its basis, also defeats the purpose of broadcast research.

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### HOW RATINGS ARE FIGURED

A program's rating refers to the percentage of total TV homes which it commands. It may apply to a city, a group of cities, or to the entire nation. Therefore, in a city with 1,000,000 television homes, if a program was rated 44.8%, the indication is that there were 448,000 television sets tuned to that program.

This rating was, of course, projected from that obtained in contacting a much smaller, carefully selected sample audience in the specific city. In the same way, based on a sample that is representative of nationwide TV ownership and viewing habits, the percentage could be projected into a national rating. For example: If there are 7,000,000 sets in the country and a program is rated 44.8% by an adequate sample, the indication is that 3,136,000 sets in all were tuned to that program at the time of rating.

Che of the points over which the various rating services are at odds is the question of whether or not an adequate national sample is available to television at this time. The differences in opinion are discussed in a later section. For the purpose of illustration, assuming that a satisfactory sample of 250 television homes is available in any one city, this is how the ratings of three competing programs might be computed: (keep in mind the factors which influence ratings - preceding page)

If the sample used is 250 homes with television sets And there are 175 sets in use at the time of rating (70% in use)

| IF |      |            |                |          |                                     | THE RATINGS | ARE                                    |      |              |      |
|----|------|------------|----------------|----------|-------------------------------------|-------------|----------------------------------------|------|--------------|------|
| 47 | sets | are<br>are | tuned<br>tuned | to<br>to | Program A<br>Program B<br>Program C | =           | 44.8%<br>18.8%<br><u>6.4</u> %<br>70 % | ( 47 | over<br>over | 250) |
|    |      | * C/       | so fim         | - +      | anamanh                             |             |                                        |      |              |      |

\* See first paragraph

### WHY DO RATINGS OF THE SAME PROGRAM DIFFER?

Basic differences in the methods used to build an audience sample and to test that sample tend to provide the different rating services with varied results. At the same time, it is important to realize that ratings which are announced in the press (like the top ten and top 15) should not be compared with each other because they may have been determined in <u>entirely different ways</u>, over entirely <u>different areas</u>. For example: Hooper is now testing only in individual markets. His new "popularity" rating service is concerned with 12 New York & Ohio cities on the interconnected net. Nielsen, however, is publishing a national rating, based on a small, representative national sample. The Multi-Market Pulse rating is an average of the ratings in some 11 cities, and is weighted according to TV ownership in the respective cities. Other services like Videodex, Audience Research Bureau and Trendex are working in varied markets according to different principles.

The differences in the various services are examined in a later section. Of immediate note is the point that the program ratings of one service should not be compared with those of other services in order to determine a show's effectiveness. But rather, ratings should be examined within one rating service. To the program producer, program planner and to talent, a rating's significance is that it indicates the program's proportionate performance in relation to other competing and surrounding shows.

A subsidiary rating that can be derived at the same time as the program rating is of particular significance to programming people in this respect. It is a "share of viewing audience"figure discussed on the next page.

RATINGS (more)

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### "SHARE OF AUDIENCE" IMPORTANT TO TALENT

Since Program Ratings are substantially affected by the number of sets in use (daytime vs evening...good or bad weather...summer vs winter), from the standpoint of talent or program producers it is in many ways unfair to judge the entertainment value of their program purely by the number of viewing homes it delivers. If a program can dominate those sets that are in use at the time it is aired, that program is doing a good job for its sponsor. Indeed, sales promotion people are quick to point out that in many cases good programs have won such popularity that they have built up their time period with regard to the number of sets in use...witness the development of Saturday night...of first the 10:30-llpm & then the ll-l2pm times... of afternoon and morning periods for television.

Therefore, Share of Audience ratings are a good measure of whether or not programs are holding up over a period of time. A steady or rising Share of Audience is a good goal for which programmers can shoot. Carrying the illustration used on the previous page further, this is how Share of Audience is figured:

If the sample used is 250 homes with television sets And there are 175 sets in use at the time of rating (70% in use)

|     | IF       |       |    |         |   |   | THE SHARE | OF AUI | DIENCI | E IS |      |    |      |
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| 16  | sets are | tuned | to | Program | C | ~ | 9.1%      | (16    | over   | 175  | sets | in | use) |
| 175 |          |       |    |         |   |   | 100%      |        |        |      |      |    |      |

At this stage of television's growth, many researchers point out, however, that Share of Audience figures are significant only on a city-by-city basis...since the wide variance as to number of stations & network affiliations make competition and adjacencies unequal in the different markets. All agree that within any one city Share of Audience does have significance.

#### THE VARIOUS RATING SERVICES

The number of continuous rating services now in the field - while a cause for much confusion on the part of users of ratings - is a logical outgrowth of three situations: 1. The general post-war formation of new businesses as an outlet for servicemen &, in particular with regard to research, the attempt to re-evaluate the public's taste and habits  $\varepsilon_3$  civilians. 2. The advent of television with the opportunity it offered to gain a foothold during the period of adolescence. 3. The need for a reappraisal of broadcasting research in general in the light of newly-developed techniques of measurement.

An examination of the leading rating & research services is in order at this time -- not by way of critique, but by way of explanation...of their methods and their meanings. Among those who work technically and statistically with the results of research, each of the services has its own advocates. All seem agreed that each service has weaknesses that must be evaluated in comparison with competitors. Differences in the services are attributable to methods of selecting the sample to be tested, methods of making the test, and method of reporting the results.

As the Nielsen presentation points out.... "The fact that, in general, the differences are not great in respect to the <u>top-ranking</u> programs means merely that most of these programs are liked by <u>all kinds</u> of people -- so that somewhat similar results are obtained irrespective of the sample used. But this is not true when programs below the 'top-ranking'shows are used". CALLS AS PARSON A STREET WAS AND A

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### REQUIREMENTS OF A RATING SERVICE

Granted that the various rating services have both their strong points and their weaknesses, an examination of them objectively requires first an evaluation of what makes for a satisfactory service. Compilation of the requirements expressed by a number of researchers interviewed indicates the following as the ideal:

- 1. Is the sample used so comprehensive that every TV home would have a possibility of being subjected to sampling?
- 2. Does the service give a projectable rating for all kinds of homes as well as representative coverage for each area?
- 3. Does the service give a popularity rating -- that is, only including all those cities where the program is seen?
- 4. Does the sample used keep up with the growing medium -- as opposed to one fixed with a certain group so that it does not change as overall audience changes?
- 5. Is the sample used of adequate size?
- 6. Does the service measure audience composition and viewers per set?
- 7. Does the service measure local viewing in a number of major markets?
- 8. If it attempts a national rating is it truly national in concept?
- 9. Does the service rate all network programs commercial & sustaining (the latter is difficult in many cases, since even the network sometimes doesn't know the number of stations taking sustaining network programs)?
- 10. Does the service rate for all times of day?
- 11. Are results issued frequently enough and soon enough after the survey date?
- 12. Is the service equipped to do special research on order?

### THE VARIOUS METHODS

The different services in operation today are characterized by adherence to one of four techniques of obtaining information:

- a) Coincidental Telephoning -- (Hooper, Trendex)
- b) Personal Interviews with Aided Recall -- (The Pulse)
- c) Viewer-kept Diary -- (Jay & Graham's Videodex, American Research Bureau)
- d) Electronic or Mechanical Measurement -- (Nielsen)

### COINCIDENTAL -- RHYMES WITH HOOPER

Undoubtedly the best publicized of all the researchers in broadcast measurement, C.E. Hooper built a national rating service for radio based on coincidental telephone calls; then shocked the broadcasting industry by selling his national service to competitor A.C. Nielsen in order to concentrate on measuring local marmets. His move was predicated on a conviction that the advent of television with its varying effects on the different markets of the country made impossible any national ratings either for radio or television until that time when "cities of equal opportunity" were available for testing - perhaps not for another five years.

Factors influencing this conviction include: the varying number of TV stations in each market with consequent varying competition...also the inability to schedule a program at the same time throughout the country because of lack of cables.

HOOPER (more)

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### THE "EXPANDED HOOPERATINGS SERVICE"

In line with his convictions and with his agreement with Nielsen not to enter the national rating field for an undisclosed period of time, Hooper is now publishing the following information as part of his "Expanded Hooperatings Service":

- 1. A NYC Radio-TV Pocket Piece published monthly and based on a two-month moving average, with TV ratings for a random all-home base and a TV home base, plus graphicly-illustrated "homes using sets" comparisons for 1948 (pre-TV) & 1950 for 40 TV cities.
- 2. Radio Hooperatings Reports published for 100 cities, including no TV information.
- 3. TV Hooperatings based on all homes called published for 15 cities, 3 times yearly beginning with the May-Sept 1950 period...includes station ratings for evening half hours and M-F daytime shows by quarter hours.
- 4. A City-by-City Network Audience Analysis published annually for radio.
- 5. A Monthly City-by-City Broadcast Audience Report divided into three sections --Indexes of homes using radio & including TV Share of Audience figures for approximately 38 cities...TV trends for 8 cities other than NYC & LA based on a 3-month moving average...Radio-TV comparisons for cities having TV stations and based on a random audience check....TV audience indexes for 17 cities currently.
- 6. A Chartbook showing Radio-TV Share of Broadcast Audience by graphs commencing with January 1949 and covering 40 TV cities.

Most recent announcement by Hooper was concerned with a 12-city interconnected network "popularity type" rating available shortly after telecast. Since he is restricted by his agreement with Nielsen to reporting combined ratings for no more than 2 states, Hooper has chosen 12 cities in New York & Ohio on the interconnected network as the basis for this rating.

Procedure in all of this Hooper testing remains similar to that which he has always used -- his sample is based on all homes owning a radio set; he makes 600 telephone calls per half hour per program; he asks whether the respondent owns a television set & if so to what program he is listening or viewing.

Hooper's critics point up the fact that his sample is restricted to those homes owning telephones and is therefore not representative of all homes...also that the geographical distribution of his sample within a market is not adequate...also that his distribution of "no answers" bewteen radio & TV is an arbitrary one...also that his sample is not properly weighted according to other considerations. Hooper's basic contention is that people are best checked at the time they are listening or watching; that their answers tend to become distorted with other methods. With regard to television, to reiterate, he feels that no projection of ratings is sound today because of the wide variance among markets, except when the total television audience is pooled for some special event.

Hooper bills his Advertiser accounts according to the number of programs they have on the air & the number of markets they're in; he will test sustaining programs on order.

### TRENDEX IS NEW -- ALSO USES COINCIDENTAL

Newest of the continuous rating services is that operated by two former Hooper employees - Bob Rogers & Ed Hynes. They will publish their first monthly rating for 20 interconnected TV cities on October 15th. They have been doing special assignment research since August. Trendex will also use the coincidental telephone method, interviewing between the 1st & 7th days of the month & reporting on the 15th.....

TRENDEX (more)

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### TRENDEX HAS NEW IDEAS

One innovation by Trendex upon the Hooper coincidental method is the use of Western Union personnel throughout the country to do the telephoning. Trendex is calling a random sample of 900 homes, finds that it can get its sample of 450 TV homes per half hour, asks the question "do you own a TV set" to get that sample. Its principals point out that the 20 cities in which it is active represent 75% of the national television audience and 92% on those on the cable....if sponsored by two clients it will make alternate week tests for them...it will furnish advance ratings 7 days after surveying....although already used by several networks for special research, it is also making a strong bid for talent and packager people in order to give them pictures of the effectiveness of individual programs.

### PULSE HAS MADE GREAT STRIDES

Exponent of the aided recall, personal interview type of survey, Dr. Sydney Roslow & The Pulse have expanded to a point where the August Multi-Market Telepulse ratings represent 11 of the biggest television cities, with approximately 5,100,000 TV homes estimated as of October 1. Pulse cites that this represents 63.9% of entire US Television homes and 65.3% of the TV homes in 45 interconnected cities. Pulse is reporting on TV in Boston, NYC, Philadelphia, Washington, Cleveland, Dayton, Columbus, Cincinnati, Chicago, St. Louis, Los Angeles...plus New Haven & Syracuse on a less frequent basis.

Pulse relies on house-to-house interviews between the hours of 6-8pm, in an attempt at interviewing the entire family. Respondents are asked about programs they viewed that day and the previous evening. Its quarter hour ratings for evening & Saturday & Sunday viewing are based on 250 interviews in New York City; its ratings for five-a-week programs are based on 1000 interviews in NYC....combined total of interviews in all markets is 2250 for one-a-week shows, 11,000 for daytime strip programs and 11,250 for evening strip programs. Goal in all markets is to have a base of 250 families, but at present in St. Louis  $\frac{1}{4}$  hour ratings are based on 100 families with 800 family interviews per month, while in all other cities a 200 family base is used with 1600 family interviews per month.

The sample is based in NYC on TV homes found each month, while in other markets, TV addresses are accumulated monthly and the sample is drawn from the cumulative list each month...so that the sample is not fixed, but rather changes in accord with changes in set ownership (this shifting sample is a point of contention, both attacked and defended with equal verve). Pulse points out that its sample is drawn from the metropolitan district in each city and not from merely the city zone. It also stresses that the Multi-Market Telepulse is not a national rating, but a an average of ratings in selected cities, weighted to conform to the set ownership in those cities.

Pulse surveys are conducted during the first week of each month and are reported on between the 25th and the end of that month. It surveys all programs from sign-ontomidnight every day. It records audience composition, audience flow, & economic status of the respondents, and can add supplementary questions to the interview if ordered. It gives no warning of its interviews....can report on multiple set usage. Its roster recall method has the effect of helping the respondent remember less publicized programs that he may have watched.

Pulse offers its service on a flat fee basis....to stations at \$200 a month(and it won't go into an area unless at least 2 stations are signed)....to advertisers and agencies at \$50 per month in NYC & \$25 per month outside NYC....to producers at about half that figure...and requires a minimum of 3 markets ordered.

THE PULSE

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### VIDEODEX USES A DIARY

The diary technique has been used for a long time as a supplementary form of surveying broadcast audience. Hooper used it several years ago, for one. But Jay & Graham, who are based in Chicago, and ARB(below) are making individual attempts to establish the method as a primary form of measurement. Essentially, the method calls for leaving a diary with a family for them to record their viewing & listening over the period of a week. Audience composition and number of viewers are among the details recorded. The similarity between the two organizations ends with methods of selecting the sample, coverage and the like.

Jay & Graham base the size of their sample upon the number of television stations in the area under survey. They claim a 60% placement of diaries based upon dealer lists of set owners. Videodex mails out diaries. If unsuccessful in getting a response, they try again & then phone(interviewers too expensive). Respondents stay in the sample 8 months, acquiring points toward a gift at the end of that time. Active in 17 cities, Videodex publishes a network rating list based on weighted averages of city ratings...sustaining shows and kinescoped shows are recorded....information furnished includes qualitative findings, since respondents are asked to express opinions about the programs and commercials.

Jay & Graham test in a 50-mile area, re-survey non-TV homes to see if they have since acquired a set, have substantial samples ranging from 250 to 700 and averaging around 400 in their 17 cities. They cite the points that their sample is stabile and rotating, that their coincidental diary is more effective than the recall type of interview, that whoever is watching a program fills out the diary, and that 300 returns from their sample is equivalent to 4500 from other methods.

### AMERICAN RESEARCH BUREAU EXPANDING

Jim Seiler, former research director of WNEW Washington has been in business one year now. In October he will have a national sample of 2200 TV homes & up to 10 individual city reports. His diaries are placed by personal interview and respondents are checked by telephone to insure that diaries are kept up to date.... (this is an attempt to forestall a criticism of the diary technique to the effect that there may be a tendency for the family to neglect coincidental recording and fall back on recall at the end of the week).

ARB offers no incentive to the viewer to keep the diary, other than the satisfaction of aiding in the work. And Seiler points to a high rate of diary return to back up his figures. His sample is scientifically selected according to city population and set distribution and is generally regarded by researchers as a sound one. At the same time that he does his continuous survey, Seiler supplies figures on receiver distribution to various manufacturers, keeping him in close touch with his sample. Sound research principles and above-board operations with regard to methods used and results have won ARB active support of at least one network.

### BONUS AUDIENCE MEASURED

A July 1950 Pulse survey for WOR-TV in New York City, with 11,660 people interviewed throughout the 12 counties of metropolitan NYC found 742,400 bonus viewers in an average day during July. Significant facts: 78.4% were members of non-TV families; 69.1% were viewing in homes of friends or relatives during the evening as opposed to 30.9% in bars & grills..... point being that viewers who watch away from home represent more homes reached....as high as 16.4% more during 8-11 pm.

VIDEODEX & ARB

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### A.C. NIELSEN USES AUDIMETER TO MEASURE TUNING

Just about every researcher will affirm that the Nielsen Audimeter is the most accurate form of measurement now in operation - since the marvelous attachment to radio or TV receivers is able to record minute-by-minute whether or not the receiver is on and to what wavelength or channel it is tuned. However, reservations in the past have been caused by the cost of installing & servicing the instrument(passed on in cost to subscriber)...by length of time it took to report results...by the smallness of the sample...and by the lack of audience composition figures (since Nielsen prefers to measure tuning rather than listening or viewing, feeling that the former is more precise, eliminating errors, assumptions and unknowns that occur in measuring the latter).

Since he acquired the national rating service from Hooper at the end of last year, Nielsen has made positive attempts to correct the faults found by critics. At present, he has 2000 Audimeters installed in 1500 homes throughout the country of which 300 are TV homes. The extra Audimeters are distributed among the homes in a proportion which allows for multiple set ownership and tuning....and the newest type of instruments are able to record tuning of up to four radio and TV sets per home.

In order to speed up his service and cut his cost, Nielsen has been installing new Mailable Audimeters, which remove the necessity of sending field men to each of the homes and enable enlargement of the sample as soon as Audimeters can be provided. The operation of these ingenious devices provides for a film graph calibrated against time to do the work. Each week, a new cartridge is inserted on Monday and the old one mailed to Nielsen, who claims a 95% return by Thursday. Cooperation is aided by an attachment to the cartridge which gives the respondent two  $25\phi$  pieces each time he changes the cartridge.

The September report will be the first completely reported by Audimeters, since they had to be adapted to supply Share of Audience information, initailly supplied by Hooper according to the agreement of sale. Although considered small, the Nielsen sample is a good one, corresponding to the overall penetration of TV nationally, even down to one-station cities.

The technique tends to give slightly higher ratings than Hooper's coincidental method.....with the Audimeter margin of error cut down to from .03 to .07% in contrast to a normal margin slightly higher by other methods.

At present, Nielsen has his Audimeters in 13 TV cities, upon which his national ratings are based. He has been providing complete New York City ratings for some time.

### LOCAL SERVICES ARE NUMEROUS

For jobs involving qualitative research and special surveys on assignment, there are numerous local research organizations in each city. But since, in most cases, they report on specific studies rather than on a continuous basis, they have not been dealt with here.

### IN CONCLUSION

To reiterate, it has been the intent of this report to set forth on a non technical level the meanings and methods of the various rating services. If it helps production people and talent, in particular, and the industry, in general, to make intelligent use of the various ratings, then it will have done its job.

It is submitted to you in the hope that it is neither too naive, tooinvolved (or too simple), or distorted enough to bring down your wrath upon us.ROSS REPORTS- Page 15 -NIELSEN - CONCLUSION

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**ON TELEVISION PROGRAMMING** 

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Wallace A. Ross, Publisher

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VOLUME 2, NUMBER 7

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| And 'n, Davis, Platte       488 Madison       PL 3-5200       Hew, Ogil, Ben, Math       34 Madison       NU 9-2510         N.W.Ayer       30 Rock Pl       CI 6-0200       Huber Hoge       699 Madison       TR 9-0800         Dadger, ArkHersey       30 Rock Pl       CI 7-3719       Charles Korts       551 Firth       MU 2-2000         Detables       630 Fifth       JU 6-0600       Hutchins       16 West Medison       CR 9-Ak40         BED&0       383 Madison       EL 5-5800       Kae, Far, Ches, Gl       274 Madison       CR 9-Ak40         Betna & Bowles       Hub Madison       MU 8-10100       Kenyon & Exchardt       247 Park       FL 9-768         Boley       9 West 57       FL 9-7722       C.J. LaRoche       247 Park       FL 5-7711         Blane-Thompson       234 West Hu       L0 4-0800       Al Paul Lefton       525 Fifth       VA 6-2022         Franklin Bruck       1270 Sixth       CI 7-7590       Macan       12 East 57       MU 6-3100         Buchanan       1501 B'way       R9-7990       Macan       12 East 57       CI 7-1153         Calkinak Holden, ct       247 Park       FL 5-7590       Macan       12 East 57       CI 7-1532         Calkinak Holden, ct       247 Park       FL 5-7590                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                      | 1.00         |           |                      |             |           |
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| N.W.Ayer 30 Rock P1 CI 6-0200 Huber Hoge 699 Madison TR 9-0800<br>Badger, Br&Hersey 30 Rock P1 CI 7-3719 Charles Hoyt 551 Firth M2 2-000<br>Ted Bates 630 Fifth JU 6-0600 Hutchins 16 West Ke Firth V2 2-000<br>Bern, Castl&Pierce 136 East 38 LE 2-7550 Klores & Carter 129 West 52 Fi 7-6860<br>Biow 640 Firth F1 9-1717 Kudner 630 Firth CI 6-3200<br>Brisacher, Wheeler 140 East 39 OR 9-4400 Len'n & Mitchell 17 East 45 MU 2-9170<br>Brocks, Bm, Freborr 52 Vanderb't MU 6-1800 Marechalk & Fratt 555 Firth VA 6-4820<br>Buchana 1501 B'way BR 9-7900 Maxon 12 East 53 Firth VA 6-2022<br>Franklin Bruck 1270 Sixth CI 7-7660 J.M. Mathes 12 East 42 LE 2-7450<br>Campbell-Exald 13 West 42 LO 5-2921 Emil Mogul 250 West 57 Co 5-2482<br>Cayton 33 West 42 LO 5-2921 Emil Mogul 250 West 57 Co 5-2482<br>Cayton 350 Fifth CI 6-3200 More Eleman 7 East 35 OR 9-4100<br>Cuningham & Walsh 40 Beat 34 MU 3-3190 C.L. Miller 521 Fifth MU 2-1010<br>Casler, Hemp & Han 33 West 42 LO 5-2921 Emil Mogul 250 West 57 Co 5-2482<br>Cayton 630 Fifth CI 6-2600 Peak MU 3-3190 Wore Eleman 7 East 35 OR 9-4100<br>Cunningham & Walsh 40 Beat 34 MU 3-4900 Peak Ryan 20 West 57 Co 5-2482<br>Dancer-Fitz-Sampl 347 Madison OR 9-0600 Fill, Brand&Sargent 215 Furth CI 7-2591<br>Murray Director 527 Fifth MU 3-4200 Peak Ryan 20 Peak 400 Madison FI 3-0900<br>Cunningham & Walsh 40 Beat 34 MU 3-4900 Pealar & Ryan 20 Peak 400 Madison FI 3-0900<br>Cunningham & Walsh 40 East 34 MU 3-4900 Pealar & Ryan 20 Peak 400 Madison FI 3-0900<br>Cunningham & Walsh 40 East 34 MU 3-4900 Pealar & Ryan 20 Peak 400 Madison FI 3-0900<br>Cunningham & Walsh 40 East 34 MU 3-4900 Pealar & Ryan 20 Peak 400 Madison FI 3-0900<br>Cunningham & Walsh 40 East 34 MU 3-4900 Pealar & Ryan 20 Peak 400 Madison FI 3-0900<br>Cunningham & Walsh 40 East 34 MU 3-4900 Pealar & Ryan 20 Peak 400 Madison FI 3-0900<br>Cunningham & Walsh 40 East 34 MU 3-4900 Pealar & Ryan 20 Peak 400 Madison FI 3-0900<br>Cunningham & Walsh 40 East 34 MU 3-4900 Pealar & Ryan 20 Peak 400 Madison 84 7-3030<br>Pillington 535 Fifth CI 6-1400 Sterm'14-0601e9 28 Fwat MU 6-4802<br>Doremus 120 Five FI FI 7-7 |                      |              |           |                      | 345 Madison | MU 9-2510 |
| Badger, BräHersey30 Rock P1CI7-3719Charles Hoyt551 FifthMU 2-2000Ted Bates630 FifthJU 6-0600Hutchins16 West 46PL 7-8526BED&0363 Madison EL 5-5800Kas, Far, Ches, Cl274 Madison OR 9-4440Benton & Bowles144 Madison MU 8-1100Kenyon & Eckhardt247 ParkPL 3-0700Perm, Castl&Pierce136 Bast 36HE 2-7550Klores & Carter129 West 52PL 7-6860Blaine-Thompson24 West 57PL 9-7272C.J. LaRcche247 ParkPL 5-7711Brooke, Sm, FreDorr28 West 57PL 9-77660J.M. Mathes122 East 53FifthVA 6-2022Pranklin Bruck1270 StardCI 7-7660J.M. Mathes122 East 53FL 9-7676Leo Burnett743 FifthPL 9-7552McCann-Erickson50 Rock P1 JU 6-3400Calkins& Holden, etc247 FarkPL 9-7552McCann-Erickson50 Rock P1 JU 6-3400Casler, Hemp & Han33 West 57CI 7-730Paris & Peart370 LexMU 2-1010Caslon Chon33 West 57CI 7-730Paris & Peart370 LexMU 7-369Campton101 West 57F1 7-7730Paris & Peart370 LexMU 9-2424Compton50 FifthER 9-0390Moore & Haum7 East 35OR 9-4100Ceil & Presbrey247 FarkMU 3-4900Peck400 Madison F1 3-0900Cuningham & Walsh40 East 34MU 3-4900Peck270 ParkH1 3-6100Dancer-Fitz-Sample305 FifthC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                      |              |           | Hicks & Greist       |             | MU 3-9135 |
| Ted Bates630 FifthJU 6-060Hutchins16 West 46FL 7-8526BED&0383 MadisonEL 5-5800Kas, Far, Ches, Cl247 MadisonOR 9-4440Benton & Bowles136 East 38LE 2-7550Klores & Carter129 West 52FL 7-6860Bow640 FifthFL 9-1717Kudner630 FifthCl 6-3200Bobley9 West 57FL 9-7272C. J. LaRcche247 ParkFL 3-0700Brisacher, Wheeler140 East 39OR 9-4960Al Paul Lefton218 FifthVA 6-4340Brooke, Sm, Frkborr22 Wast 44L0 4-0800Al Paul Lefton535 FifthVA 6-2022Bronke, Sm, Frkborr270 StathCI 7-7660J.M. Mathes122 East 42LE 2-7450Buchanan150 B YuayBR 9-7900Maxon12 East 53FL 9-7676Calkinsk Holden, etc247 ParkFL 9-7552McCann-Erickson50 Rock PlJU 6-3400Calkinsk Holden, etc247 ParkFL 9-7730Maxon12 East 35CC 9-2482Carboll-Ewald33 West 42L0 5-2921Emil Mogul250 West 57CC 5-2482Carbon350 FifthBR 9-0390Moore & Easum70 LexMU 9-2824Compton630 FifthCI 6-2800Peak400 Madison FL 3-090Cunningham & Walab40 East 59FL 9-7730Paris & Peart370 LexMU 9-2824Cunningham & Walab347 MadisonGR 9-0600Fhil, Brand&Sargent215 FourthGR 9-4100D'Arcy515 MadisonFL 9-2750                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | -                    | -            |           | Huber Hoge           | 699 Madison | TR 9-0800 |
| $\begin{array}{cccccccccccccccccccccccccccccccccccc$                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                      |              |           | Charles Hoyt         | 551 Fifth   |           |
| $ \begin{array}{llllllllllllllllllllllllllllllllllll$                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Ted Bates            | 630 Fifth    | JU 6-0600 | Hutchins             | 16 West 46  | PL 7-8526 |
| Berm, Castl&Pierce136 East 38LE 2-7550Klores & Carter129 West 52FL 7-6860Biow640 FifthFL 9-1717Kudner630 FifthCI 6-3200Bobley9 West 57FL 9-772C.J. LaRcche247 ParkFL 5-7711Blaine-Thompson234 West 44L0 4-0800Al Paul Lefton521 FifthVA 6-4340Brisacher, Wheeler140 East 39OR 9-4960Lon'n & Mitchell17 East 45MU 2-9170Brancher, Wheeler140 East 39OR 9-4960Lon'n & Mitchell17 East 45MU 2-9170Franklin Bruck1270 SixthCI 7-7660J.M. Mathes12 East 53FL 9-7676Leo Burnett743 FifthFL 9-752McCamn-Erickson50 Rock PlJU 6-3400Calkins&Holden, etc247 ParkPL 5-6900Hubert L. Mihic250 West 57CI 7-1153Campbell-Ewald1 East 57MU 8-1234Moce Associates415 LexMU 7-2173Armold Cohan101 West 55FL 7-7730Paris & Peart370 East 35OR 9-4100Centla Fresbrey247 ParkMU 3-4900Peok400 MadisonFL 3-0900Cunningham & Walsh40 East 34MU 3-4900Peok400 MadisonFL 3-0900Cunningham & Walsh40 East 34MU 3-4900Peok400 MadisonFL 3-5150Dancer-Fitz-Sample30'FifthRT 9-4045Arthur Mosenberg570 East 40M 6-6400Donshue & Coe1270 SixthCI 6-1400Storton,West,etc10 Rock PlJU 6-5400 <td< td=""><td>BBD&amp;O</td><td>383 Madison</td><td>EL 5-5800</td><td>Kas,Far,Ches,Cl</td><td>274 Madison</td><td>OR 9-4440</td></td<>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | BBD&O                | 383 Madison  | EL 5-5800 | Kas,Far,Ches,Cl      | 274 Madison | OR 9-4440 |
| BiowG40FifthFL9-7177KudnerG30FifthCIG-3200Bobley9West 57FL9-7272C.J. LaRcche247ParkPL5-7711Blaine-Thompson234West 144L04-0800Al Paul Lefton521FifthVA6-1340Brischer, Wheeler140Rast 39OR9-960Len'n & Mitchell17Fast 45MU 2-9170Brooke, Sm, Fr&Dorr22 Vanderb'tMU6-1800Marschalk & Pratt535FifthVA6-2022Branklin Bruck1270SixthCI7-7660J.M. Mathes122East 45PL9-7576Leo Burnett743FifthFL9-7572McCann-Erickson50Rock P1JU 6-3400Casher, Hemp & Han33West 42L05-2921Emil Mogul250West 57CI7-1153Campbell-Ewald1Bast 57MU 8-3190C.L. Miller521FifthMU 2-1010Casler, Hemp & Han33West 55FL7-7730Paris & Peart710ExMU 7-7377Armold Cohan10West 55FL7-7730Paris & Peart270ParkFL3-9000Cumingham & Walsh40East 34MU 3-4900Pedlar & Ryan250ParkFL3-9100D'Arcy515MatisonCI6-2600Product Adv Corp215FourthMT 7-3573Dancer-Fitz-Sample347 <t< td=""><td>Benton &amp; Bowles</td><td>444 Madison</td><td>MU 8-1100</td><td>Kenyon &amp; Eckhardt</td><td>247 Park</td><td>PL 3-0700</td></t<>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Benton & Bowles      | 444 Madison  | MU 8-1100 | Kenyon & Eckhardt    | 247 Park    | PL 3-0700 |
| Bobley9 West 57FL 9-7272C.J. LaRcche247 ParkFL 9-7711Blaine-Thompson234 West 44L0 4-0600Al Paul Lefton521 FifthVA 6-4340Brieacher, Wheeler140 Bast 39 08 9-4960Len'n & Mitchell521 FifthVA 6-4340Brooke, Sm, Fr&Dorr52 Vanderb'tMU 6-1800Marschalk & Pratt535 FifthVA 6-2022Brunklin Bruck1270 SixthCI 7-7660J.M. Mathes122 East 53FL 9-7676Leo Burnett743 FifthFL 9-7552McCann-Erickson50 Rock 71JU 6-3400Calkins&Holden,etc247 ParkFL 5-6900Hubert L. Mihler521 FifthMU 2-1010Caster, Hemp & Han33 West 42L0 5-2921Emil Mogul250 West 57CC 7-2482Cayton350 FifthBR 9-0390Moore & Hamm7 East 35OR 9-4100Cecil & Presbrey247 ParkMU 8-1234Moss Associates415 LexMU 7-7377Armold Cohan101 West 55FL 7-7730Paris & Ryan250 ParkFL 3-0900Cunningham & Walsh40 East 34MU 7-3669F.D. Richards107 MedisonFL 3-0900O'Arcy515 MadisonFL 9-0454Arthur Rosenberg570 SeventhCH 4-4420D'Arcy515 MadisonFL 9-0454Arthur Rosenberg570 SeventhCH 4-4420Donancer-Fitz-Sample347 MadisonFL 3-4848Sherman & Marq10 Rock P110 6-5400Duane Jones120 B'wayW0 4-0700Ben Sackheim2 West 59FL 9-5140 <t< td=""><td>Berm, Castl&amp;Pierce</td><td>136 East 38</td><td>LE 2-7550</td><td>Klores &amp; Carter</td><td>129 West 52</td><td>PL 7-6860</td></t<>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Berm, Castl&Pierce   | 136 East 38  | LE 2-7550 | Klores & Carter      | 129 West 52 | PL 7-6860 |
| Blaine-Thompson234 West 44LO 4-0800Al Paul Lefton521 FifthVA 6-4340Brisacher, Wheeler140 East 390R 9-4960Len'n & Mitchell17 East 45MU 2-9170Brooke, Sm, Fr&Dorr52 Vanderb't MU 6-1800Marschalk & Pratt535 FifthVA 6-2022Franklin Bruck1270 SixthCI 7-7660J.M. Mathes122 East 42LE 2-7450Buchanan1501 B'wayBR 9-7900Maxon12 East 57PL 9-7572Leo Burnett743 FifthPL 9-7552McCann-Erickson50 Rock PlJU 6-3400Calkinak Holden, etc247 FarkFL 5-6900Mubert L. Mihlc250 West 57CI 7-1153Campbell-Ewald1 East 57MU 8-3190C.L. Miller521 FifthMU 2-1010Caston350 FifthBP 0-9390Moore & Haum7 East 35OR 9-4100Caston10 West 55FL 7-7730Paris & Peart370 LexMU 9-2424Compton630 FifthCI 6-2800Peck400 MadisonPL 3-0900Cunningham & Walsh40 East 34MU 3-4900Pedlar & Ryan250 ParkFL 5-1500Dancer-Fitz-Sample347 MadisonPL 3-6600Product Adv Corp215 FourthR7 2552Dankue & Coe1270 SixthC0 5-4252Ruthrauff & Ryan10 Rock PlJU 6-5400Doh'y, Clif'd, Shen350 FifthBR 9-0145Arthur Rosenberg570 SeventhCH 4-442CDoremus120 FifthUT 5-1600Stornf '1d-Godlagy280 B'wayRA 7-3030Duane Jo                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Biow                 | 640 Fifth    | PL 9-1717 | Kudner               | 630 Fifth   | CI 6-3200 |
| Brisacher, Wheeler140 East 390R9-4960Len'n & Mitchell17Fast 45MU 2-9170Brooke, Sm, Fredorr52 Vanderb't MU 6-1800Marschalk & Pratt535 FifthVA 6-2022Branklin Bruck1270 SixthCI 7-7660J.M. Mathes122 East 53FL 9-7676Leo Burnett743 FifthPL 9-7552McCann-Erickson50 Rock Pl JU 6-3400Calkins& Holden, etc247 ParkPL 5-6900Hubert L. Mihic250 West 57CI 7-1153Campbell-Ewald1 East 57MU 8-1234Mose Associates415 LexMU 9-2424Cayton350 FifthBR 9-0390Moore & Hamm7 East 35OR 9-4100Cecil & Presbrey247 ParkWU 8-1234Mose Associates415 LexMU 7-3777Arnold Cohan101 West 55FL 7-7730Paris & Peart370 LexMU 9-2424Compton630 FifthCI 6-2800Pedlar & Ryan250 West 87CC 5-2482Cumingham & Walsh0 Bast 34WU 3-4900Pedlar & Ryan250 ParkPL 5-1500Dancer-Fitz-Sample347 MadisonOR 9-0600Phil,Brand&Sargent277 ParkPL 3-8110D'Arcy515 MadisonFL 8-2600Product Adv Corp215 FourthCR 7-2552Donhue & Coe1270 SixthCO 5-4282Ruthruff & Ryan205 OseventhCH 4-4422Donemus120 S'wayW0 4-0700Ben Sackheim20 West 59PL 9-5141Duane Jones570 LexHL 3-448Sherman & Marq10 Rock Pl 9-140Cock Pl 9-5141                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Bobley               | 9 West 57    | PL 9-7272 | C.J. LaRcche         | 247 Park    | PL 5-7711 |
| $\begin{array}{cccccccccccccccccccccccccccccccccccc$                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Blaine-Thompson      | 234 West 44  | LO 4-0800 | Al Paul Lefton       | 521 Fifth   | VA 6-4340 |
| Franklin Bruck1270 SixthCI 7-7660J.M. Mathes122 East 42LE 2-7450Buchanan1501 B'wayBR 9-7900Maxon12 East 53FL 9-7676Leo Burnett743 FifthPL 9-7552McCann-Erickson50 Rock PlJU 6-3400Calkins& Holden,etc247 ParkPL 5-6900Hubert L. Mihic250 West 57CI 7-1153Campbell-Ewald1 East 57MU 8-3190C.L. Miller521 FifthMU 2-1010Caslor,Hemp & Han33 West 42LO 5-2921Emil Mogul250 West 57CC 5-2482Cayton350 FifthBR 9-0390Moore & Hamm7 East 35OR 9-4100Cecil & Presbrey247 ParkMU 8-1234Mose Associates415 LexMU 9-2424Compton630 FifthCI 6-2800Peck400 Madison PL 3-0900Cunningham & Walk40 East 34MU 3-4900Pedlar & Ryan250 ParkPL 3-8110D'Arcy515 MadisonPL 8-2600Product Adv Corp215 FourthOR 7-2552Murray Director527 FifthMU 7-3669FLD. Richards10 Rock PlJU 6-5400Don', Clif'd, Shen350 FifthER 9-0445Arthur Rosenberg205 DexMU 6-6400Doramus120 B'wayW0 4-0700Ben Sackhein2 West 59PL 9-5141Duane Jones570 LexFL 3-4848Sherman & Marq10 Rock Pl PL 7-6400Roy S. Durstine70 StifthCI 6-1400Storf'1'1d-Codley280 FiwayRA 7-3030Ellington535 FifthMU 7-4300<                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Brisacher, Wheeler   | 140 East 39  | OR 9-4960 | Len'n & Mitchell     | 17 East 45  | MU 2-9170 |
| Buchanan1501 B'wayBR 9-7900Maxon12 East 53PL 9-7676Leo Burnett743 FifthPL 9-7552McCann-Erickson50 Rock P1JU 6-3400Calkins&Holden,etc247 ParkPL 5-6900Hubert L. Mihic250 West 57CI 7-1153Campbell-Ewald1 East 57MU 8-3190C.L. Miller521 FifthMU 2-1010Casler,Hemp & Han33 West 42L0 5-2921Emil Mogul250 West 57Co 5-2482Cayton350 FifthBR 9-0390Moore & Hamm7 East 35OR 9-4100Cecil & Presbrey247 ParkMU 8-1234Mose AssociatesH15 LexMU 7-7377Arnold Cohan10 West 55PL 7-7730Paris & Peart370 LexMU 9-2424Compton630 FifthCI 6-2800Peck400 MadisonPL 3-6900Dancer-Fitz-Sample347 MadisonPL 8-2600Product Adv Corp215 FourthOR 7-2552Murray Director527 FifthMU 7-3669F.D. Richards10 Rock P1JU 6-5400Donhue & Coe1270 SixthC5 -4252Ruthrauff & Ryan10 Rock P1JU 6-5400Doremus120 B'wayW0 4-0700Ben Sackheim2 West 59PL 9-5141Duane Jones570 LexPL 3-4848Sherman & Marq10 Rock P1PT 6-6400Roy S. Durstine735 FifthMU 7-4300Stockton,West,etc50 MadisonFL 7-6400Roy S. Durstine735 FifthMU 7-4300Stockton,West,etc50 FifthCR 9-2500William Eaty100 East                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Brooke, Sm, Fr&Dorr  | 52 Vanderb't | MU 6-1800 | Marschalk & Pratt    | 535 Fifth   | VA 6-2022 |
| $ \begin{array}{cccccccccccccccccccccccccccccccccccc$                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Franklin Bruck       | 1270 Sixth   | CI 7-7660 | J.M. Mathes          | 122 East 42 | LE 2-7450 |
| Calkins&Holden,etc247ParkPL5-6900Hubert L. Mihic250 West 57CI7-1153Campbell-Ewald1East 57MU8-3190C.L. Miller521FifthMU 2-1010Casler,Hemp & Han33 West 42L05-2921Emil Mogul250 West 57Co5-2482Cayton350FifthBR9-0390Moore & Haum7 East 35OR 9-4100Cecil & Presbrey247ParkMU8-1234Moss Associates415LexMU 7-7377Arnold Cohan101 West 55PL 7-7730Paris & Peart370LexMU 9-2424Compton630FifthCI 6-2800Peck400 MadisonPL 3-0900Cunningham & Walsh40East 34MU 3-4900Pedlar & Ryan250ParkFL 5-1500Dancer-Fitz-Sample347MadisonPL 8-2600Product Adv Corp215FourthOR 7-2552Murray Director527FifthMU 7-3669F.D. Richards10Rock P1JU 6-5400Don'y, Clif'd, Shen350FifthBR 9-0145Arthur Rosenberg570SeventhCH 4-4422Donahue & Coe1270SixthCO 5-4252Rutrauff & Ryan405LexMU 6-64002Doremus120B'wayW0 4-0700Ben Sackheim2West 59PL 9-5141Duane Jones570LexPL 3-4848Sherman & Marq10Rock P1PL 6-4002Roy S. Durstine730<                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Buchanan             | 1501 B'way   | BR 9-7900 | Maxon                | 12 East 53  | PL 9-7676 |
| Campbell-Ewald1 East 57MU $\hat{8}-3190$ C.L. Miller521 FifthMU $\hat{2}-1010$ Casler,Hemp & Han33 West 42L0 5-2921Emil Mogul250 West 57Co 5-2482Cayton350 FifthBR 9-0390Moore & Hamm7 East 35OR 9-4100Cecil & Presbrey247 ParkMU 8-1234Mose Associates415 LexMU 7-7377Arnold Cohan101 West 55PL 7-7730Paris & Peart370 LexMU 9-2424Compton630 FifthCI 6-2800Peck400 MadisonFL 3-0900Dancer-Fitz-Sample347 MadisonOR 9-0600Phil,Brand&Sargent277 ParkFL 3-6110D'Arcy515 MadisonPL 8-2600Product Adv Corp215 FourthOR 7-2552Murray Director527 FifthMU 7-3669F.D. Richards10 Rock P1JU 6-5400Donhue & Coe1270 SitthC5 -4252Ruthrauff & Ryan405 LexMU 6-6400Doremus120 B'wayW0 4-0700Ben Sackheim2 West 59FL 9-5141Duane Jones570 LexPL 3-4848Sherman & Marq10 Rock P1PL 7-6400Roy S. Durstine730 FifthCI 6-1400Sternf'ld-Godley280 B'wayBA 7-3030Fildington535 FifthMU 7-4300Stockton,West,etc501 MadisonEL 5-1041Erwin Wasey420 LexHU 5-1900J.D. Tarcher630 FifthC6-2626Federal385 MadisonMU 8 4200J.Walter Thompson420 LexMU 6-4242Gardner9 Rock P1 <td< td=""><td>Leo Burnett</td><td>743 Fifth</td><td>PL 9-7552</td><td>McCann-Erickson</td><td>50 Rock Pl</td><td>JU 6-3400</td></td<>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Leo Burnett          | 743 Fifth    | PL 9-7552 | McCann-Erickson      | 50 Rock Pl  | JU 6-3400 |
| Casler, Hemp & Han33 West $42$ Lo5-2921Emil Mogul250 West 57Co5-2482Cayton350 FifthBR9-0390Moore & Haum7 East 35OR9-4100Cecil & Presbrey247 ParkMU8-1234Moses Associates415 LexMU 7-7377Arnold Cohan101 West 55PL 7-7730Paris & Peart370 LexMU 9-2424Compton630 FifthCI 6-2800Peck400 MadisonPL 3-0900Cunningham & Walsh40 East 34MU 3-4900Pedlar & Ryan250 ParkPL 5-1500Dancer-Fitz-Sample347 MadisonOR 9-0600Phil, Brand&Sargent277 ParkPL 3-8110D'Arcy515 MadisonPL 8-2600Product Adv Corp215 FourthOR 7-2552Murray Director527 FifthMU 7-3669F.D. Richards10 Rock PlJU 6-5400Doremus120 B'wayW0 4-0700Ben Sackheim2 West 59PL 9-5141Duane Jones570 LexPL 3-4848Sherman & Marq10 Rock PlPL 7-6400Roy S. Durstine730 FifthMU 7-1900Stockton, West, ect501 MadisonEL 5-1041Erwin Wasey420 LexLE 2-8700Sul, Stau, Col, Bayl437 FifthOR 6-2260William Esty100 East 42MU 5-1900J.D. Tarcher630 FifthCI 6-2626Federal350 MadisonMU 8 4200J.Walter Thompson420 LexMU 6-4242Gardner9 Rock PlCo 5-2000Vinlaw141 East 40MU 6-4242 <td>Calkins&amp; Holden, etc</td> <td>247 Park</td> <td>PL 5-6900</td> <td>Hubert L. Mihic</td> <td>250 West 57</td> <td>CI 7-1153</td>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Calkins& Holden, etc | 247 Park     | PL 5-6900 | Hubert L. Mihic      | 250 West 57 | CI 7-1153 |
| Cayton350 FifthBR 9-0390Moore & Haum7 East 35OR 9-4100Cecil & Presbrey247 ParkMU 8-1234Moss Associates415 LexMU 7-7377Arnold Cohan101 West 55PL 7-7730Paris & Peart370 LexMU 9-2424Compton630 FifthCI 6-2800Peck400 MadisonPL 3-0900Cunningham & Walsh40 East 34MU 3-4900Pedlar & Ryan250 ParkPL 5-1500Dancer-Fitz-Sample347 MadisonOR 9-0600Phil, Brand&Sargent277 ParkPL 3-8110D'Arcy515 MadisonFL 8-2600Product Adv Corp215 FourthOR 7-2552Murray Director527 FifthBW 9-0445Arthur Rosenberg570 SeventhOR 4-442CDonhue & Coe1270 SixthCO 5-4252Ruthrauff & Ryan405 LexMU 6-640CDoremus120 B'wayW0 4-0700Ben Sackheim2 West 59PL 9-5141Duane Jones570 LexPL 3-4848Sherman & Marq10 Rock P1PL 7-640CRoy S. Durstine730 FifthMU 7-1300Stockton,West,etc501 MadisonEL 5-1041Brwin Wasey420 LexLE 2-8700Sul, Stau, Col, Bayl437 FifthOR 9-2500William Esty100 East 42MU 5-1900J.D. Tarcher630 FifthCI 6-2626Federal385 MadisonMU 8 4200J.Walter Thompson420 LexMU 3-2000Foote,Cone & Beld'g 247 ParkPL 5-5400Turner, Leach10 East 40MU 6-4242Gardner9 Rock P1 </td <td>Campbell-Ewald</td> <td>1 East 57</td> <td>MU 8-3190</td> <td>C.L. Miller</td> <td>521 Fifth</td> <td>MU 2-1010</td>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Campbell-Ewald       | 1 East 57    | MU 8-3190 | C.L. Miller          | 521 Fifth   | MU 2-1010 |
| Cecil & Presbrey $247$ ParkMU 8-1234Moss Associates $415$ LexMU 7-7377Arnold Cohan101 West 55FL 7-7730Paris & Peart370 LexMU 9-2424Compton630 FirthCI 6-2800Peck400 MadisonPL 3-0900Cunningham & Walsh40 East 34MU 3-4900Pedlar & Ryan250 ParkPL 5-1500Dancer-Fitz-Sample347 MadisonOR 9-0600Phil,Brand&Sargent277 ParkPL 3-8110D'Arcy515 MadisonPL 8-2600Product Adv Corp215 FourthOR 7-2552Murray Director527 FifthMU 7-3669F.D. Richards10 Rock PlJU 6-5400Doh'y,Clif'd,Shen350 FifthBR 9-0445Arthur Rosenberg570 SeventhCH 4-442CDonahue & Coe1270 SixthCO 5-4252Ruthrauff & Ryan405 LexMU 6-640CDoremus120 B'wayW0 4-0700Ben Sackheim2 West 59PL 9-5141Duane Jones570 LexFL 3-4848Sherman & Marq10 Rock PlPL 7-640CRoy S. Durstine730 FifthCI 6-1400Stockton,West,etc501 MadisonEL 5-1041Erwin Wasey420 LexLE 2-8700Sul,Stau,Col,Bay1437 FifthOR 9-2500William Esty100 East 42MU 5-1900J.Walter Thompson420 LexMU 6-4242Gerderal385 MadisonMU 8 4200J.Walter Thompson420 LexMU 6-4242Gerderal9 Rock PlCO 5-2000Vinlaw141 East 44MU 2-6440Getschal & Richar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Casler, Hemp & Han   | 33 West 42   | LO 5-2921 | Emil Mogul           | 250 West 57 | Co 5-2482 |
| Arnold Cohan101 West 55PL 7-7730Paris & Peart370 LexMU 9-2424Compton630 FifthCI 6-2800Peck400 MadisonPL 3-0900Cunningham & Walsh40 East 34MU 3-4900Pedlar & Ryan250 ParkPL 5-1500Dancer-Fitz-Sample347 MadisonOR 9-0600Phil, Brand&Sargent277 ParkPL 3-8110D'Arcy515 MadisonPL 8-2600Product Adv Corp215 FourthOR 7-2552Murray Director527 FifthMU 7-3669F.D. Richards10 Rock PlJU 6-5400Don'y,Clif'd, Shen350 FifthBR 9-0445Arthur Rosenberg570 SeventhCH 4-442CDonahue & Coe1270 SixthC0 5-4252Ruthrauff & Ryan405 LexMU 6-640CDoremus120 B'wayW0 4-0700Ben Sackheim2 West 59PL 9-5141Duane Jones570 LexPL 3-4848Sherman & Marq10 Rock PlPL 7-640CRoy S. Durstine730 FifthCI 6-1400Stortf'ld-Codley280 B'wayBA 7-3030Ellington535 FifthMU 7-4300Stockton,West,etc501 MadisonEL 5-1041Erwin Wasey420 LexLE 2-8700Sul,Stau,Col,Bay1437 FifthOR 9-2500William Esty100 East 42MU 5-1900J.D. Tarcher630 FifthCI 6-2626Federal385 MadisonMU 8 4200J.Walter Thompson420 LexMU 6-4242Gardner9 Rock PlC0 5-2000Vinlaw141 East 44MU 2-6440Getschal & Richard                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Cayton               | 350 Fifth    | BR 9-0390 | Moore & Hamm         | 7 East 35   | OR 9-4100 |
| Compton630 FifthCI 6-2800Peck400 MadisonPL 3-0900Cunningham & Walsh40 East 34MU 3-4900Pedlar & Ryan250 ParkPL 5-1500Dancer-Fitz-Sample347 MadisonOR 9-0600Phil, Brand&Sargent277 ParkPL 3-8110D'Arcy515 MadisonPL 8-2600Product Adv Corp215 FourthOR 7-2552Murray Director527 FifthMU 7-3669F.D. Richards10 Rock PlJU 6-5400Doh'y,Clif'd,Shen350 FifthBR 9-0445Arthur Rosenberg570 SeventhCH 4-4420Donahue & Coe1270 SixthCO 5-4252Ruthrauff & Ryan405 LexMU 6-6400Doremus120 B'wayW0 4-0700Ben Sackheim2 West 59PL 9-5141Duane Jones570 LexPL 3-4848Sherman & Marq10 Rock PlPL 7-6400Roy S. Durstine730 FifthMU 7-4300Stockton,West,etc501 MadisonEL 5-1041Erwin Wasey420 LexLE 2-8700Sul,Stau,Col,Bayl437 FifthCI 6-2626Yilliam Esty100 East 42MU 5-1900J.D. Tarcher630 FifthCI 6-2626Gardner9 Rock PlCO 5-2000Vinlaw141 East 44MU 2-6440Getschal & Richard49 East 51PL 9-1332William Warren45 West 45JU 6-0530Geyer,Newell&Ganger745 FifthPL 5-5400Warwick & Legler230 ParkMU 6-8385Gibraltar17 East 45MU 7-7896Weintraub488 MadisonMU 8-3901Grant <td< td=""><td>Cecil &amp; Presbrey</td><td>247 Park</td><td>MU 8-1234</td><td>Moss Associates</td><td>415 Lex</td><td>MU 7-7377</td></td<>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Cecil & Presbrey     | 247 Park     | MU 8-1234 | Moss Associates      | 415 Lex     | MU 7-7377 |
| Cunningham & Walsh40East $34$ MU 3-4900Pedlar & Ryan250ParkPL 5-1500Dancer-Fitz-Sample $347$ MadisonOR 9-0600Phil,Brand&Sargent277ParkPL 3-8110D'Arcy515MadisonPL 8-2600Product Adv Corp215FourthOR 7-2552Murray Director527FifthMU 7-3669F.D. Richards10Rock P1JU 6-5400Doh'y,Clif'd,Shen350FifthBR 9-0445Arthur Rosenberg570SeventhCH 4-4420Donahue & Coe1270SixthCO 5-4252Ruthrauff & Ryan405LexMU 6-6400Doremus120B'wayW0 4-0700Ben Sackheim2West 59PL 9-5141Duane Jones570LexPL 3-4848Sherman & Marq10Rock P1PL 7-6400Roy S. Durstine730FifthCI 6-1400Stermf 'ld-Godley280B'wayA7-3030Ellington535FifthMU 7-4300Stockton,West,etc501MadisonEL 5-1041Erwin Wasey420LexLE 2-8700Sul,Stau,Col,Bayl437FifthOR 9-2500William Esty100East 42MU 5-1900J.D. Tarcher630FifthCI 6-2626Federal385MadisonMU 84200J.Walter Thompson420LexMU 6-4242Gardner9Rock P1CO 5-2000Vinlaw141East 44MU 2-6440Getschal & Richard49                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Arnold Cohan         | 101 West 55  | PL 7-7730 | Paris & Peart        | 370 Lex     | MU 9-2424 |
| $\begin{array}{llllllllllllllllllllllllllllllllllll$                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Compton              | 630 Fifth    | CI 6-2800 | Peck                 | 400 Madison | PL 3-0900 |
| $\begin{array}{cccccccccccccccccccccccccccccccccccc$                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Cunningham & Walsh   | 40 East 34   | MU 3-4900 | Pedlar & Ryan        | 250 Park    | PL 5-1500 |
| Murray Director $527$ FifthMU 7-3669F.D. Richards10 Rock PlJU 6-5400Doh'y,Clif'd,Shen350 FifthBR 9-0445Arthur Rosenberg570 SeventhCH 4-4420Donahue & Coe1270 SixthCO 5-4252Ruthrauff & Ryan $405$ LexMU 6-6400Doremus120 B'wayWO 4-0700Ben Sackheim2 West 59PL 9-5141Duane Jones570 LexPL 3-4848Sherman & Marq10 Rock PlPL 7-6400Roy S. Durstine730 FifthCI 6-1400Sternf'ld-Godley280 B'wayBA 7-3030Ellington535 FifthMU 7-4300Stockton,West,etc501 MadisonEL 5-1041Erwin Wasey420 LexLE 2-8700Sul,Stau,Col,Bayl437 FifthOR 9-2500William Esty100 East 42MU 5-1900J.D. Tarcher630 FifthCI 6-2626Federal385 MadisonMU 8 4200J.Walter Thompson420 LexMU 6-4242Gardner9 Rock PlCO 5-2000Vinlaw141 East 40MU 2-6440Getschal & Richard49 East 51PL 9-1332William Warren45 West 45JU 6-0530Gibraltar17 East 45MU 7-7896Weintraub488 MadisonMU 8-3901Grant350 FifthBR 9-6100E.B. Wilson120 WallDI 4-6780N.C. Greenfield570 SeventhL0 4-4464Weises & Geller400 MadisonPL 3-4070Grey166 West 32CH 4-3900Young & Rubicam285 MadisonMU 9-5000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Dancer-Fitz-Sample   | 347 Madison  | OR 9-0600 | Phil, Brand&Sargent  | 277 Park    | PL 3-8110 |
| Doh'y,Clif'd,Shen $350$ FifthBR 9-0445Arthur Rosenberg $570$ SeventhCH 4-4420Donahue & Coe $1270$ Sixth $C0$ 5-4252Ruthrauff & Ryan $405$ LexMU 6-6400Doremus $120$ B'wayW0 4-0700Ben Sackheim $2$ West 59PL 9-5141Duane Jones $570$ LexPL 3-4848Sherman & Marq $10$ Rock P1PL 7-6400Roy S. Durstine $730$ FifthCI 6-1400Sternf'ld-Godley $280$ B'wayBA 7-3030Ellington $535$ FifthMU 7-4300Stockton,West,etc $501$ MadisonEL 5-1041Erwin Wasey $420$ LexLE 2-8700Sul,Stau,Col,Bayl $437$ FifthOR 9-2500William Esty $100$ East 42MU 5-1900J.D. Tarcher $630$ FifthCI 6-2626Federal $385$ MadisonMU 8 4200J.Walter Thompson $420$ LexMU 3-2000Foote,Cone & Beld'g $247$ ParkPL 5-6600Turner, Leach $10$ East 40MU 6-4242Gardner9 Rock P1CO 5-2000Vinlaw $141$ East 44MU 2-6440Getschal & Richard49 East 51PL 9-1332William Warren $45$ West 45JU 6-0530Gibraltar $17$ East 45MU 7-7896Weintraub $488$ MadisonMU 8-3901Grant $350$ FifthBR 9-6100E.B. Wilson $120$ WallDI 4-6780N.C. Greenfield $570$ SeventhLO 4-4464Weiss & Geller $400$ MadisonPL 3-4070Gray $166$ West 32CH 4-3900Young & Rubicam $285$ Madison                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | D'Arcy               | 515 Madison  | PL 8-2600 | Froduct Adv Corp     | 215 Fourth  | OR 7-2552 |
| Donahue & Coe1270 SixthCO 5-4252Ruthrauff & Ryan405 LexMU 6-640CDoremus120 B'wayWO 4-0700Ben Sackheim2 West 59PL 9-5141Duane Jones570 LexPL 3-4848Sherman & Marq10 Rock P1PL 7-640CRoy S. Durstine730 FifthCI 6-1400Sternf'ld-Godley280 B'wayBA 7-3030Ellington535 FifthMU 7-4300Stockton,West,etc501 MadisonEL 5-1041Erwin Wasey420 LexLE 2-8700Sul,Stau,Col,Bay1437 FifthOR 9-2500William Esty100 East 42MU 5-1900J.D. Tarcher630 FifthCI 6-2626Federal385 MadisonMU 8 4200J.Walter Thompson420 LexMU 3-2000Foote,Cone & Beld'g247 ParkPL 9-1332William Warren45 West 45JU 6-053CGetschal & Richard49 East 51PL 9-1332William Warren45 West 45JU 6-053CGibraltar17 East 45MU 7-7896Weintraub488 MadisonMU 8-3901Grant350 FifthBR 9-6100E.B. Wilson120 Wal1DI 4-678CN.C. Greenfield570 SeventhLO 4-4464Weiss & Geller400 MadisonPL 3-4070Grey166 West 32CH 4-3900Young & Rubicam285 MadisonMU 9-500C                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Murray Director      | 527 Fifth    | MU 7-3669 | F.D. Richards        | 10 Rock Pl  | JU 6-5400 |
| Donahue & Coe1270 SixthCO 5-4252Ruthrauff & Ryan405 LexMU 6-6400Doremus120 B'wayW0 4-0700Ben Sackheim2 West 59PL 9-5141Duane Jones570 LexPL 3-4848Sherman & Marq10 Rock P1PL 7-6400Roy S. Durstine730 FifthCI 6-1400Sternf'ld-Godley280 B'wayBA 7-3030Ellington535 FifthMU 7-4300Stockton,West,etc501 MadisonEL 5-1041Erwin Wasey420 LexLE 2-8700Sul,Stau,Col,Bay1437 FifthOR 9-2500William Esty100 East 42MU 5-1900J.D. Tarcher630 FifthCI 6-2626Federal385 MadisonMU 8 4200J.Walter Thompson420 LexMU 3-2000Foote,Cone & Beld'g247 ParkPL 9-1332William Warren45 West 45JU 6-0530Getschal & Richard49 East 51PL 9-1332William Warren45 West 45JU 6-0530Gibraltar17 East 45MU 7-7896Weintraub488 MadisonMU 8-3901Grant350 FifthBR 9-6100E.B. Wilson120 Wal1DI 4-6780N.C. Greenfield570 SeventhLO 4-4464Weiss & Geller400 MadisonPL 3-4070Grey166 West 32CH 4-3900Young & Rubicam285 MadisonMU 9-5000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Doh'y,Clif'd,Shen    | 350 Fifth    | BR 9-0445 | Arthur Rosenberg     | 570 Seventh | СН 4-4420 |
| Duane Jones $570$ LexPL $3-4848$ Sherman & Marq10 Rock P1PL $7-640C$ Roy S. Durstine $730$ FifthCI $6-1400$ Sternf'ld-Godley $280$ B'wayBA $7-3030$ Ellington $535$ FifthMU $7-4300$ Stockton,West,etc $501$ MadisonEL $5-1041$ Erwin Wasey $420$ LexLE $2-8700$ Sul,Stau,Col,Bayl $437$ FifthOR $9-2500$ William Esty100 East $42$ MU $5-1900$ J.D. Tarcher $630$ FifthCI $6-2626$ Federal $385$ MadisonMU $8$ $4200$ J.Walter Thompson $420$ LexMU $3-2000$ Foote,Cone & Beld'g $247$ ParkPL $5-6600$ Turner, Leach10 East $40$ MU $6-4242$ Gardner $9$ Rock P1CO $5-2000$ Vinlaw141 East $44$ MU $2-64400$ Getschal & Richard $49$ East $51$ PL $9-1332$ William Warren $45$ West $45$ JU $6-05300$ Geyer,Newell&Ganger $745$ FifthPL $5-5400$ Warwick & Legler $230$ ParkMU $6-8585$ Gibraltar $17$ East $45$ MU $7-7896$ Weintraub $488$ MadisonMU $8-3901$ Grant $350$ FifthBR $9-6100$ E.B. Wilson $120$ WallDI $4-6780$ N.C. Greenfield $570$ SeventhLO $4-4464$ Weiss & Geller $400$ MadisonPL $3-4070$ Grey $166$ West $32$ CH $4-3900$ Young & Rubicam $285$ MadisonMU $9-5000$                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                      | 1270 Sixth   | 00 5-4252 | Ruthrauff & Ryan     | 405 Lex     | MU 6-6400 |
| Duane Jones $570$ LexPL $3-4848$ Sherman & Marq10 Rock PlPL $7-640C$ Roy S. Durstine $730$ FifthCI $6-1400$ Sternf'ld-Godley $280$ B'wayBA $7-3030$ Ellington $535$ FifthMU $7-4300$ Stockton,West,etc $501$ MadisonEL $5-1041$ Erwin Wasey $420$ LexLE $2-8700$ Sul,Stau,Col,Bayl $437$ FifthOR $9-2500$ William Esty $100$ East $42$ MU $5-1900$ J.D. Tarcher $630$ FifthCI $6-2626$ Federal $385$ MadisonMU $8$ $4200$ J.Walter Thompson $420$ LexMU $3-2000$ Foote,Cone & Beld'g $247$ ParkPL $5-6600$ Turner, Leach $10$ East $40$ MU $6-4242$ Gardner $9$ Rock PlCO $5-2000$ Vinlaw $141$ East $44$ MU $2-64400$ Getschal & Richard $49$ East $51$ PL $9-1332$ William Warren $45$ West $45$ JU $6-05300$ Geyer, Newell&Ganger $745$ FifthPL $5-5400$ Warwick & Legler $230$ ParkMU $6-8585$ Gibraltar $17$ East $45$ MU $7-7896$ Weintraub $488$ MadisonMU $8-3901$ Grant $350$ FifthBR $9-6100$ E.B. Wilson $120$ WallDI $4-678C$ N.C. Greenfield $570$ SeventhLO $4-4464$ Weiss & Geller $400$ MadisonPL $3-4070$ Grey $166$ West $32$ CH $4-3900$ Young & Rubicam $285$ MadisonMU $9-5000$                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Doremus              | 120 B'way    | WO 4-0700 | Ben Sackheim         | 2 West 59   | PL 9-5141 |
| Roy S. Durstine730 FifthCI 6-1400Sternf'ld-Godley280 B'wayBA 7-3030Ellington $535$ FifthMU 7-4300Stockton,West,etc $501$ MadisonEL 5-1041Erwin Wasey $420$ LexLE 2-8700Sul,Stau,Col,Bayl $437$ FifthOR 9-2500William Esty100 East 42MU 5-1900J.D. Tarcher $630$ FifthCI 6-2626Federal385 MadisonMU 8 4200J.Walter Thompson $420$ LexMU 3-2000Foote,Cone & Beld'g247 ParkPL 5-6600Turner, Leach10 East 40MU 6-4242Gardner9 Rock PlCO 5-2000Vinlaw141 East 44MU 2-6440Getschal & Richard49 East 51PL 9-1332William Warren45 West 45JU 6-0530Geyer,Newell&Ganger745 FifthPL 5-5400Warwick & Legler230 ParkMU 6-8585Gibraltar17 East 45MU 7-7896Weintraub488 MadisonMU 8-3901Grant350 FifthBR 9-6100E.B. Wilson120 WallDI 4-678CN.C. Greenfield570 SeventhLO 4-4464Weiss & Geller400 MadisonPL 3-4070Grey166 West 32CH 4-3900Young & Rubicam285 MadisonMU 9-5000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Duane Jones          | 570 Lex      | PL 3-4848 | Sherman & Marq       | 10 Rock Pl  | PL 7-6400 |
| Erwin Wasey420 LexLE 2-8700Sul,Stau,Col,Bayl437 FifthOR 9-2500William Esty100 East 42MU 5-1900J.D. Tarcher630 FifthCI 6-2626Federal385 MadisonMU 8 4200J.Walter Thompson420 LexMU 3-2000Foote,Cone & Beld'g247 ParkPL 5-6600Turner, Leach10 East 40MU 6-4242Gardner9 Rock PlCO 5-2000Vinlaw141 East 44MU 2-6440Getschal & Richard49 East 51PL 9-1332William Warren45 West 45JU 6-0530Geyer,Newell&Ganger745 FifthPL 5-5400Warwick & Legler230 ParkMU 6-8585Gibraltar17 East 45MU 7-7896Weintraub488 MadisonMU 8-3901Grant350 FifthBR 9-6100E.B. Wilson120 WallDI 4-6780N.C. Greenfield570 SeventhLO 4-4464Weiss & Geller400 MadisonPL 3-4070Grey166 West 32CH 4-3900Young & Rubicam285 MadisonMU 9-5000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Roy S. Durstine      | 730 Fifth    | CI 6-1400 | Sternf'ld-Godley     | 280 B'way   | BA 7-3030 |
| William Esty100 East 42MU 5-1900J.D. Tarcher630 FifthCI 6-2626Federal385 MadisonMU 8 4200J.Walter Thompson420 LexMU 3-2000Foote, Cone & Beld'g 247 ParkPL 5-6600Turner, Leach10 East 40MU 6-4242Gardner9 Rock PlCO 5-2000Vinlaw141 East 44MU 2-6440Getschal & Richard49 East 51PL 9-1332William Warren45 West 45JU 6-0530Geyer, Newell&Ganger745 FifthPL 5-5400Warwick & Legler230 ParkMU 6-8585Gibraltar17 East 45MU 7-7896Weintraub488 MadisonMU 8-3901Grant350 FifthBR 9-6100E.B. Wilson120 WallDI 4-6780N.C. Greenfield570 SeventhLO 4-4464Weiss & Geller400 MadisonPL 3-4070Grey166 West 32CH 4-3900Young & Rubicam285 MadisonMU 9-5000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Ellington            | 535 Fifth    | MU 7-4300 | Stockton,West,etc    | 501 Madison | EL 5-1041 |
| Federal385 MadisonMU 8 4200J.Walter Thompson420 LexMU 3-2000Foote, Cone & Beld'g 247 ParkPL 5-6600Turner, Leach10 East 40MU 6-4242Gardner9 Rock PlCO 5-2000Vinlaw141 East 44MU 2-6440Getschal & Richard49 East 51PL 9-1332William Warren45 West 45JU 6-0530Geyer, Newell&Ganger745 FifthPL 5-5400Warwick & Legler230 ParkMU 6-8585Gibraltar17 East 45MU 7-7896Weintraub488 MadisonMU 8-3901Grant350 FifthBR 9-6100E.B. Wilson120 WallDI 4-6780N.C. Greenfield570 SeventhLO 4-4464Weiss & Geller400 MadisonPL 3-4070Grey166 West 32CH 4-3900Young & Rubicam285 MadisonMU 9-5000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Erwin Wasey          | 420 Lex      | LE 2-8700 | Sul, Stau, Col, Bayl | 437 Fifth   | OR 9-2500 |
| Foote, Cone & Beld'g 247 ParkPL 5-6600Turner, Leach10 East 40MU 6-4242Gardner9 Rock PlCO 5-2000Vinlaw141 East 44MU 2-6440Getschal & Richard49 East 51PL 9-1332William Warren45 West 45JU 6-0530Geyer, Newell&Ganger745 FifthPL 5-5400Warwick & Legler230 ParkMU 6-8585Gibraltar17 East 45MU 7-7896Weintraub488 MadisonMU 8-3901Grant350 FifthBR 9-6100E.B. Wilson120 WallDI 4-6780N.C. Greenfield570 SeventhLO 4-4464Weiss & Geller400 MadisonPL 3-4070Grey166 West 32CH 4-3900Young & Rubicam285 MadisonMU 9-5000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | William Esty         | 100 East 42  | MU 5-1900 | J.D. Tarcher         | 630 Fifth   | CI 6-2626 |
| Gardner       9 Rock Pl       CO 5-2000       Vinlaw       141 East 44       MU 2-6440         Getschal & Richard       49 East 51       PL 9-1332       William Warren       45 West 45       JU 6-0530         Geyer, Newell&Ganger       745 Fifth       PL 5-5400       Warwick & Legler       230 Park       MU 6-8585         Gibraltar       17 East 45       MU 7-7896       Weintraub       488 Madison       MU 8-3901         Grant       350 Fifth       BR 9-6100       E.B. Wilson       120 Wall       DI 4-6780         N.C. Greenfield       570 Seventh       LO 4-4464       Weiss & Geller       400 Madison       PL 3-4070         Grey       166 West 32       CH 4-3900       Young & Rubicam       285 Madison       MU 9-5000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Federal              | 385 Madison  | MU 8 4200 | J.Walter Thompson    | 420 Lex     | MU 3-2000 |
| Gardner       9 Rock Pl       CO 5-2000       Vinlaw       141 East 44       MU 2-6440         Getschal & Richard       49 East 51       PL 9-1332       William Warren       45 West 45       JU 6-0530         Geyer, Newell&Ganger       745 Fifth       PL 5-5400       Warwick & Legler       230 Park       MU 6-8585         Gibraltar       17 East 45       MU 7-7896       Weintraub       488 Madison       MU 8-3901         Grant       350 Fifth       BR 9-6100       E.B. Wilson       120 Wall       DI 4-6780         N.C. Greenfield       570 Seventh       LO 4-4464       Weiss & Geller       400 Madison       PL 3-4070         Grey       166 West 32       CH 4-3900       Young & Rubicam       285 Madison       MU 9-5000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Foote, Cone & Beld'g | 247 Park     | PL 5-6600 | Turner, Leach        | 10 East 40  | MU 6-4242 |
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| Gunn-Mears 1475 B'way BR 9-2900                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Grey                 |              | СН 4-3900 | Young & Rubicam      | 285 Madison | MU 9-500C |
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### PUBLISHER'S INFORMATION

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|                                                                                                                 | • • • • • • • •                                                                                                  | And the state of t |                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |  |
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#### INDEPENDENT PACKAGERS ACTIVE IN NEW YORK

| ANTA                | 245 W 45     | LU 2-0880     | William Morris                                                                                                  | 1270 Sixth    | CI 7-2160  |
|---------------------|--------------|---------------|-----------------------------------------------------------------------------------------------------------------|---------------|------------|
| Barry-Enright       | 104 E 40     | MU 9-6199     | Carlton Morse                                                                                                   | NBC Rm 688    | CI 7-8300  |
| Charles Basch       | 17 E 45      | MU 2-8877     | Herbert Moss                                                                                                    | 100 W 55      | CO 5-1661  |
| Albert Black        | 1650 Bway    | CO 5-5885     | John Nasht                                                                                                      | 1 E 53        | MU 8-3323  |
| Louis G. Cowan      | 485 Madison  | PL 9-3700     | Neptune Prods                                                                                                   | 30 Rock Pl    | CI 7-8300  |
| Ehrlich-O'Malley    | 1819 Bway    | JU 6-5472     | Oliver Nicoll                                                                                                   | 37 W 46       | LU 2-3150  |
| Barry Elliott       | 516 Fifth    | MU 2-3383     | Pictorial Prods                                                                                                 | 270 Park      | MU 8-3778  |
| Jerry Fairbanks     | 157 E 69     | TR 9-3352     | P.R.B.                                                                                                          | 745 Fifth     | MU 8-1067  |
| Mildred Fenton      | 40 E 49      | PL 9-8266     | N & I Pincus                                                                                                    | 1697 Bway     | CI 6-0138  |
| Hardie Freiberg     | 270 Park     | MU 8-0230     | Popular TV Prog                                                                                                 | 250 W 57      | PL 7-3396  |
| Allen Funt          | 100 CPS      | JU 6-5227     | Bernard Prockter                                                                                                | 221 W 57      | JU 6-4830  |
| Gainsborough        | 234 W 44     | CH 4-0626     | Monte Proser                                                                                                    | Algonquin     | MU 7-4400  |
| Will Glass          | 501 Madison  | MU 8-2757     | Rockhill Radio, TV                                                                                              | 18 E 50       | PE 9-7979  |
| Arthur Godfrey      | 485 Madison  | PL 5-2000     | Reemack Prods                                                                                                   | 527 Fifth     | MU 7-7979  |
| Harry S. Goodman    | 19 E 53      | PL 5-6131     | Roberts & Carr                                                                                                  | 48 w 48       | PL 7-5625  |
| Martin Goodman      | 65 W 54      | JU 6-1180     | Martha Rountree                                                                                                 | 570 Lex       | PL 5-7770  |
| Goodson-Todman      | 49 E 52      | PL 5-2000     | Kermit Schafer                                                                                                  | 112 E 37      | MU 9-4628  |
| Harvey & Howe       | 500 Fifth    | WI 7-2000     | Bernard Schubert                                                                                                | 509 Madison   | MU 8-0944  |
| West Hooker         | 1250 Sixth   | JU 2-3026     | Henry Souvaine                                                                                                  | 30 Rock Pl    | CI 7-5666  |
| Int'l Tele-Film     | 331 Madison  | MU 7-7306     | Martin Stone                                                                                                    | 4 w 58        | MU 8-0585  |
| Charles Irving      | 130 E 61     | TE 8-7023     | Douglas Storer                                                                                                  | 1270 Sixth    | CI 7-6325  |
| Carol Irwin         | 277 Park     | PL 5-7244     | Irvin P. Sulds                                                                                                  | 654 Madison   | TE 8-7025  |
| Robert Jennings     | 53 W 53      | CI 6-7020     | Telenews                                                                                                        | 630 Ninth     | JU 6-2450  |
| Martin Jones        | Pk Sheraton  | JU 6-1120     | Teleshows                                                                                                       | 515 Madison   | PL 3-5181  |
| Roger Kay           | 666 Fifth    | MU 8-2164     | TV-Programs                                                                                                     | 350 Fifth     | СН 4-1374  |
| Ted Lloyd           | 610 Fifth    | CI 7-6200     | Transamerican                                                                                                   | 1 E 54        | PL 5-9800  |
| Phillips Lord       | 501 Madison  | PL 5-2211     | United Artists TV                                                                                               | 729 Seventh   | CI 5-6000  |
| G.Layton-W.Stark    | 551 Fifth    | MU 7-6320     | Fred Vandeventer                                                                                                | 1440 Bway     | LO 4-8000  |
| Lester Lewis        | l Christphr  | WA 4-8582     | Video Int'l                                                                                                     | 624 Madison   | MU 8-1658  |
| Max Liebman         | 245 W 52     | PL 7-6533     | Vincent-Law                                                                                                     | 509 Madison   | EL 5-0734  |
| Harvey Marlowe      | 1440 Bway    | LO 4-8000     | Bernard Wilens                                                                                                  | 550 Fifth     | PL 7-6454  |
| Master'n, Red & Nel | 745 Fifth    | PL 9-1120     | Ed Wolf                                                                                                         | 420 Madison   | PL 5-7620  |
| Mayo Video          | 400 Madison  | MU 8-2335     | World Video                                                                                                     | 15 E 47       | PL 9-3870  |
| MCA Artists         | 598 Madison  | PL 9-7500     | Frederic Ziv                                                                                                    | 488 Madison   | •          |
| Modell-Harbuck      | 7 W 66       | TR 3-7000     | G & W Prods                                                                                                     | 307 E 44      | MU 9-3800  |
| Media Prods         | 245 W 55     | JU 2-2361     | * These are Prod                                                                                                | uction Firms. | See Film   |
| Drama Associates    | 214 W 42     | LO 4-1317     | Distribs & Tal                                                                                                  |               |            |
| V.S. Becker         | 562 Fifth    | LU 2-1040     |                                                                                                                 |               |            |
|                     |              | OTTINT OTO TO | DR PRODUCERS                                                                                                    |               |            |
| 0.09                | TUMES        | STUITOTS PC   | Contraction of the local data and t | NFORMATION    |            |
|                     | 1150 Sixth   | VA 6-5060     | Celebrity Svc ‡                                                                                                 | 150 E 54      | PL 3-2750  |
| Brooks              | 151 W 46     | PL 7-3730     | Facts On Dial                                                                                                   | 292 Madison   | MU 6-7800  |
| Eaves               | 235 E 22     | MU 4-3712     | Ross Reports                                                                                                    | 551 Fifth     | MU 2-5910  |
| Lee Klein           | 110 W 47     | PL 7-4170     | ross reports                                                                                                    |               | MU 2- )910 |
| Mae Berthe          | 517 W 47     | PL 7-1255     |                                                                                                                 | TALENT        |            |
| Dahlman             |              |               | Actors Exchange                                                                                                 | 1547 Bway     | CI 6-5473  |
| PROF                | ERTIES       |               | Artists Service                                                                                                 | 305 W 69      | SC 4-5700  |
| Circle Desk         | 629 Third    | MU 2-4492     | Lexington                                                                                                       | 595 Fifth     | LE 2-1100  |
| Dahlman             | 517 W 47     | PL 7-1255     | Radio Registry                                                                                                  | 21 W 47       | PL 7-0700  |
| Encore              | 410 W 47     | CI 5-9288     | R&TV Central Cast                                                                                               | 55 W 42       | LO 4-1380  |
| Marty Fontana       | 315 W 55     | CO 5-1741     | Tele-Test Exch                                                                                                  | 35 W 53       | JU 2-0460  |
| Newell Art          | 883 Second   | PL 8-1970     | *See Agents                                                                                                     |               |            |
| Sheffield House     | 890 Bway     | OR 4-9060     |                                                                                                                 | KINESCOPES    |            |
| Steinhardt's        | 416 Columbus | EN 2-2780     | CinesCo                                                                                                         | Jamaica       | CO 5-1314  |
| Univ'ty Galleries   |              | GR 3-2780     | Paramount                                                                                                       | 1501 Bway     | BR 9-8700  |
| Felippelli (trees   |              | CO 5-1415     | *Networks also                                                                                                  |               |            |
|                     |              |               | 2                                                                                                               |               |            |

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| 1345-5-10                  | I sty the                                | · · · · · · · · · · · · · · · · · · ·                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 0.555-1 31                             | 24 1 243                              | 1.000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|                            | SANC IES                                 | Contraction of the second                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 199 Park State                         |                                       | diaran erest                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| محمد<br>مربط المربي ومد    | 2, 10 607                                | - Charles and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 1708-31.000                            |                                       | Forel Hora                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|                            | and the second                           | · · · · · · · · · · · · · · · · · · ·                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Alter a                                | 100 000                               | Sector Cartab                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|                            |                                          | many many                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 1076-1 25                              | 0041 0 #PP 014                        | Longer, G. Connin, L.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|                            | 1. · · · · · · · · · · · · · · · · · · · | 1 1 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | (                                      | :                                     | The second second                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| NF- 71                     | the second                               | 1.000 1.000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Direct Dil                             |                                       | I HALL TOWN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| - HOZ CON                  | the second second                        | :                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | CARGON TOT                             | ALC: UNDER                            | in the second                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 11 -3 10                   | 1. T 1                                   | toranta 3 a d                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | See Ser in                             | 64 8 2                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| NOT THE                    | T                                        | 100 E. 1 - C. C.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 1220-1-1                               | 11473 200                             | ₹*                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| O low D                    |                                          | and the second sec | Theory The                             |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Think UN.                  | oir, main                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Contraction of the                     | 1.1. m                                | a set all and the                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 15                         | 00 L 34                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 1 1· · · · · · · · · · · · · · · · · · | West Prove Day                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 151 1-1172                 | and the second second                    | (14)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 0.00                                   | sensed have price                     | and the second second                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| FL /- C                    | 101 1 101                                | The second statements                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 10-                                    |                                       | the second second second                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| VITTES IN                  | DU DUC                                   | in the second second                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                        |                                       | and the state of the                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|                            | r.                                       | Part Inc.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | COVID-C LTR                            |                                       | Theory Comment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| ·                          | 2010 000 000                             | The Court in the State                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 2009-T 1-                              | ANA PR. MIC.                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 300,                       | M : 5 1 0 *                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                        | 1712 172                              | 10.1 -0. 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| e                          |                                          | 0-72                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 1.70-1 IN                              |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 3. 2                       | Under To L                               | ten to take the                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                        | ALC: NOT                              | BARTEL Prop Terror                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| -221 . ( 12                |                                          | in a state                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | -/-(                                   | Charl The                             | and the second                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|                            | 1 11 1972                                | 198 - 191 - 12                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Civit-1 22                             | 2                                     | STREET DEPOSIT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| inter-Cart                 | hy in the                                | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                        | N 12 1                                | Lingh all the                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 9751-1                     | ACTIN COL                                | 0.0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                        | 0471EL 0000                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|                            | 1 - L                                    | at the second                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | -1 II                                  |                                       | My . Lat - 100                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Contraction                | A second second second                   | 12 Louis matter                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 4                                      |                                       | a the same of the                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 10 - 01                    | in the set                               | 10-0 C. 1-14. 1 MT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 100000-F 21                            |                                       | é-position en                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 1                          | some in the second                       | 2 6 - a 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | · · · ·                                | 0                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| ACT 9-C 270                | Stand St.                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 1 Cr 2 - 2 -                           | 1                                     | · · · ·                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 3 1 11-                    | 1 2 1 1 1                                | Contine to a series                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 0.000 - 0.000                          | · young Dated I                       | a a standard San                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 1 - 17                     | 129 181 251                              | all and the second s                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 0.00                                   |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| for the second             |                                          | BOOLT LINE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1  |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
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#### PRODUCERS OF FILM COMMERCIALS

|                   | PROD         | OCERD | OF FI  | LM COMMERCIALS    |              |    |        |
|-------------------|--------------|-------|--------|-------------------|--------------|----|--------|
| Animation House   | New Rochelle |       | 2-2184 | Pathescope        | 580 Fifth    | PL | 7-5200 |
| Animated Prods    | 1600 B'way   | CO 5  | -2942  | Princeton Films   | 629 Madison  | MU | 8-0840 |
| Apex Prods        | 38 East 57   | PL 8  | 3-2885 | RKO Pathe         | 625 Madison  | PL | 9-3600 |
| Archer Prods      | 35 West 53   | JU 6  | 5-2690 | Hal Roach         | 729 Seventh  | CI | 5-4135 |
| Audio Prods       | 630 Ninth    | CO 5  | -6771  | Rockhill Radio    | 18 East 50   | PL | 9-7979 |
| Caravel Films     | 730 Fifth    | CI 7  | -6111  | L. W. Roush       | 119 West 57  |    | 5-6430 |
| Cate & McGlone    | 6060 Sunset  | Holl  | ywood  | Sarra             | 200 East 56  | MU | 8-0085 |
| Charter Oak       | 516 Fifth    | MU 2  | -3383  | Science Pictures  | 139 East 47  | PL | 3-5925 |
| Concord Films     | 25 West 45   | LU 2  | -1700  | Screen Gems       | 729 Seventh  |    | 5-5044 |
| Shamus Culhane    | 207 East 37  | MU 2  | -2533  | Seaboard Studios  | 157 East 69  |    | 7-9200 |
| De Frenes         | Philadelphia |       |        | Allan Smiler      | Jackson Hts. |    | 8-7604 |
| Depicto Films     | 254 West 54  | CO 5  | -7621  | Fletcher Smith    | 1585 B'way   |    | 6-3950 |
| Frank Donovan     | 1775 B'way   | CI 6  | -9670  | Sound Masters     | 165 West 46  |    | 7-6600 |
| Jerry Fairbanks   | 157 East 69  | TR 9  | -3352  | Special Purpose   | 44 West 56   |    | 6-0200 |
| Famous Studios    | 25 West 45   | LU 2  | -4500  | Spectrolux TV     | 48 East 43   |    | 5-6400 |
| J. Paul Fennell   | 40 East 40   | MU 9  | -4268  | Wilbur Streech    | 1697 B'way   |    | 2-3816 |
| Film Graphics     | 245 West 55  | JU 6  | -0083  | Bill Sturm        | 53 East 9    |    | 3-1318 |
| Gen. Film Corp    | 25 West 45   | LU 2  | -1700  | John Sutherland   | 60 East 42   | MU | 7-7815 |
| Gray-O'Reilly     | 480 Lex      | PL 3  | -1531  | Teletran          | 480 Lex      |    | 3-6356 |
| Jam Handy         | 1775 B'way   | JU 2  | -4060  | TV Cartoons       | 155 West 46  | JU | 2-3607 |
| Frank Hankinson   | 15 West 46   | JU 6  | -0133  | TV Features       | 480 Lex      | PL | 9-8170 |
| Ben Harrison      | 245 West 55  | PL 7  | -3217  | TV Films          | 155 West 46  | JU | 6-1650 |
| Hartley Prods     | 20 West 47   | JU 2  | -3960  | Tempo             | 24 West 45   | MU | 7-9078 |
| Hile-Damroth      | 32C B'way    | WO 4  | -2478  | Paul Terry        | New Rochelle |    | 2-3466 |
| IMPS              | 515 Madison  | EL 5  | -6620  | Transfilm         | 35 West 45   | LU | 2-1400 |
| Int'l Tele-Film   | 331 Madison  | MU 7  | -9116  | Triangle Films    | 1697 B'way   | CO | 5-1403 |
| Bernard E. Karlen | 630 Fifth    |       | -8335  | 20th Century-Fox  | 444 West 56  | CO | 5-3320 |
| Herbert Kerkow    | 480 Lex      | EL 5  | -5635  | United Prods Amer | Hollywood    |    |        |
| Walter Klee       | 245 West 55  | PL 7  | -0524  | United World      | 1445 Park    |    | 6-5200 |
| Kling Studios     | Chicago      |       |        | Video Films       | 131 West 23  |    | 4-6156 |
| Lewis Sound Films | 71 West 45   |       | -1322  | Video Internat'l  | 624 Madison  |    | 8-1658 |
| Loucks & Norling  | 245 West 55  | -     | -6974  | Video Varieties   | 41 East 50   |    | 8-1162 |
| M.P.O. Prods      | 342 Madison  |       | -8377  | Wilding Prods     | 385 Madison  |    | 9-0854 |
| Murphy-Lillis     | 59 Park      |       | -2142  | Willard Films     | 45 West 45   |    | 2-0430 |
| Ted Nemeth        | 729 Seventh  | CI 5  | -5147  | Winik Films       | 625 Madison  | PL | 3-0684 |
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|   | LOCAL | STATIONS | AND | NETWORKS |   |

| ABC                                                                                                                   |                                                            |    |                            | DU                                                                 | MONT                                                                                |           |
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| General Offices<br>Studios<br>Theaters:<br>Ritz<br>Vanderbilt                                                         | 30 Rock P1<br>7 West 66<br>219 West 48<br>148 West 48      | TR | 7-5700<br>3-7000<br>7-5700 | General Offices<br>Studios<br>John Wanam'r<br>Theaters:<br>Adelphi | 515 Madison<br>515 Madison<br>Astor Place<br>150 West 54                            | MU 8-2600 |
| Elysee<br>CBS                                                                                                         | 202 West 58                                                |    |                            | Ambassador                                                         | 215 West 49                                                                         |           |
| General Offices<br>Directors & Prods<br>Studios & Offices<br>Liederkrantz Hall<br>Warehouse<br>Theaters:<br>#3<br>#51 | 485 Madison<br>70 East 45<br>15 Vanderbil                  |    | 5-2000                     |                                                                    | 30 Rock Pl<br>105-55 E.106<br>533 West 56<br>1260 Sixth<br>5 Col Cir<br>141 West 44 | CI 7-8300 |
| #52<br>#57<br>#58<br>#59                                                                                              | 254 West 54<br>109th St & F<br>841 Ninth Av<br>256 West 47 |    | L                          | General Offices<br>TV Center<br>Amsterdam Thtr<br>WPIX             | 1440 B'way<br>20 West 67<br>214 West 42                                             | LO 4-8000 |
| #00                                                                                                                   | 1947 Bway                                                  |    |                            | Offices & Studios                                                  | 220 East 42                                                                         | MU 2-1234 |

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| Tan 00 (Ch)                                           | 1                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Sec.                      | Cherge OOST                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
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| 3.7                                                   | Anton Contraction                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 0000000                   | Re class Cl                             | and the second s |
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# AGENTS (ARTISTS REPRESENTATIVES)

| Actors Exchange      | 1547 B'way  | CI 6-5473 | Howard Hoyt         | 11 W. 42   | LA 4-0089 |
|----------------------|-------------|-----------|---------------------|------------|-----------|
| Nicholas Agneta      | 1270 Sixth  | CO 5-0232 | Carleton Hub        | 1674 B'way |           |
| Laura Arnold         | 545 Fifth   | MU 2-2795 | Miles Ingalls       | Htl. Astor |           |
| Artists Mgr. Assoc   | 200 W. 57   | PL 7-2157 | Int'l. Artists      | 420 Mad    | PL 9-7490 |
| Artists' Service     | 305 W. 69   | SC 4-5700 | Lou Irwin           | 48 W. 48   | PL 7-188C |
| Assoc. Artists       | 117 W. 48   | PL 7-6592 | Sam Jaffe           | 119 w. 57  | PL 7-4250 |
| -Ted Ashley          | 545 Fifth   | MU 7-0576 | May Johnson Co.     | 745 Fifth  | PL 9-2991 |
| Baum-Newborn         | 11 W. 42    | BR 9-6377 | Al H. Knight        | 156 W. 44  | LU 2-4546 |
| Mannie Baum          | 723 Seventh | CI 5-4240 | Lucy Kroll          | 119 W. 57  | PL 7-4250 |
| V. S. Becker         | 562 Fifth   | LU 2-1040 | Ken Later           | 65 W.54    | PL 7-6964 |
| Jack Bertell         | 515 Madison | PL 3-5181 | Mark Leddy          | 48 W. 48   | JU 6-2760 |
| Harry Bestry         | 1776 B'way  | 00 5-5147 | Olga Lee            | 119 W. 57  | JU 6-4180 |
| Milton H. Blackstone | 1697 B'way  | JU 6-2756 | Lex. Exchange       | 595 Fifth  | LE 2-1100 |
| Briscoe & Goldsmith  | 522 Fifth   | MU 2-6244 | Liebling-Wood       | 551 Fifth  | VA 6-3714 |
| Jane Broder          | 40 E. 49    | MU 8-0960 | A. & S. Lyons       | 515 Mad    | PL 3-5181 |
| Lyman Brown          | 145 W. 45   | BR 9-4185 | M.C.A. Artists Ltd. |            | PL 9-7500 |
| Bernard Burke        | 48 W. 48    | PL 7-4540 | William McCaffrey   | 501 Mad    | EL 5-1076 |
| Central Casting      | 55 W. 42    | LO 4-1380 | William Morris      | 1270 Sixth |           |
| Century Artists      | 38 E. 57    | PL 3-1030 | N.C.A.C.            | 711 Fifth  | PL 9-6000 |
| Columbia Artists     | 113 W 57    | CI 7-6900 | Meyer North         | 1564 B'way |           |
| Darrow Agency        | 150 E. 54   | PL 3-0871 | Al Ochs             |            | LU 2-1689 |
| Jack Davies          | 48 W.48     | PL 7-1880 | Lucille Phillips    | 1674 B'way |           |
| Richard Dorso        | 38 E. 57    | PL 3-1030 | Richard Pitman      |            | CO 5-2535 |
| Sara Enright         | 234 W.44    |           | Polan & Rosenberg   | 18 Beekman |           |
| Famous Artists       | 610 Fifth   | CI 7-6200 | Pop Concert Artists | 250 W. 57  | PL 7-3396 |
| Mildred Fenton       | 40 E. 49    | PL 9-8266 | Radio Registry      | 21 W. 47   | PL 7-0700 |
| Gale, Inc.           | 48 W.48     | PL 7-7100 | Max Richard         | 1776 B"way |           |
| General Artists Corp | 1270 Sixth  | CI 7-7550 | Robbins Brothers    |            | MU 7-2033 |
| John E. Gibbs        | 30 Rock Pl  | CO 5-7504 | Frances Robinson    |            | WI 7-2308 |
| Joseph M. Gidding    | 111 E.64    | RH 4-6837 | Jerry Rosen         | 204 C.P.S. | CI 6-7216 |
| Joe Glaser           | 745 Fifth   |           | Gloria Safier       | 457 Mad    | MU 8-3950 |
| Lew & Leslie Grade   | 250 W. 57   |           | Bernard L. Schubert |            | MU 8-0944 |
| Abner J. Greshler    | 1270 Sixth  | CI 7-3025 | Louis Shurr         | 1501 B'way | CH 4-8240 |
| Al Grossman          | 1270 Sixth  | CI 5-8422 | Paul Small          |            | MU 7-0606 |
| Sylvia Hahlo         | 145 West 58 | CI 7-7440 | Tele-Test Exchange  | 35 ₩.53    | JU 2-0460 |
| Mark Hanna           | 654 Madison | TE 8-8730 | Henry W. Wiese      | 1674 B'way | CO 5-1930 |
| Max Hart             | 1270 Sixth  | CI 5-8422 | Dora Weissman       |            | CI 6-1299 |
| Hartford Agency      | 18 E. 48    | PL 3-6500 | Peter Witt          |            | JU 6-5967 |
| Leland Hayward       | 250 W. 57   | -         | Jules Ziegler       |            | MU 2-2080 |
| Larry Haze Assoc     | 468 Fourth  | MA 5-0350 | Stanford Zucker     |            | PL 9-7490 |
| Horace Heidt         | 100 Park    | OR 9-3240 | Ward-Kemp           |            | MU 7-6561 |
|                      |             |           |                     |            |           |

\* PUBLICITY FIRMS

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| David Alber                     | 654 Madison | TE 8-8300 | Steve Hannagan           | 247 Park              | PL 5-2900              |
|---------------------------------|-------------|-----------|--------------------------|-----------------------|------------------------|
| Sid Ascher                      | 33 West 42  | LO 5-6396 | Arthur Miller            | 40 E.49               | EL 5-6092              |
| Harvey Bullock                  | 1227 Sixth  | PL 7-5474 | Rudør & Finn             | 152 E 56              | TE 8-8650              |
| Erbe-Maybruck                   | 595 Madiscn | EL 5-3160 | Hal Salzman              | 2 W. 46               | JU 6-4300              |
| Earle Ferris                    | 40 East 49  | PL 5-3100 | Ben Sonnenberg           | 247 Park              | PL 5-2200              |
| David Green                     | 280 Madison | LE 2-6404 | Robert Taplinger         | 18 E. 50              | PL 9-7979              |
| Marvin Kohn<br>*Specializing in | 234 West 44 | BR 9-8458 | Lee Solters<br>Earl Peed | 234 W. 44<br>270 Park | LO 4-2763<br>PL 8-3161 |

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# ALL AND A CONTRACTOR

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PUBLICITY OUTLETS

| Advertising Age   | 11 East 47     | MU 8-0073 | Maurine Christopher                |
|-------------------|----------------|-----------|------------------------------------|
| Billboard         | 1564 B'way     | PL 7-2800 | Jerry Franken, Sam Chase           |
| Broadcasting      | 488 Madison    | PL 5-8355 | Bruce Robertson, Ed James          |
| Cue Magazine      | 6 East 39      | LE 2-5300 | Phil Minoff                        |
| Daily Mirror      | 235 East 45    | MU 2-1000 | Nick Kenny                         |
| Daily News        | 220 Fast 42    | MU 2-1234 | Ben Gross, Ed Sullivan, D. Walker  |
| Associated Press  | 50 Rock Pl     | PL 7-1111 | Wayne Oliver                       |
| United Press      | 220 East 42    | MU 2-0400 | John Maddigan                      |
| Film Daily        | 1501 B'way     | BR 9-7117 | Winfield Andrus                    |
| Film World        | 75 West 45     | CI 6-9159 | David A. Bader                     |
| H'wood Reporter   | 229 West 42    | WI 7-2470 | Jack Harrison                      |
| Life Magazine     | 9 Rock Pl      | JU 6-1212 | Trudi Feliu                        |
| Look Magazine     | 488 Madison    | MU 8-0300 | Joanne Milinker                    |
| Newsweek          | 152 West 42    | BR 9-6700 | Betty Forsling                     |
| N.Y. Her-Trib     | 230 West 41    | PE 6-4000 | John Crosby, Joe Kaselow           |
| N.Y. Journ-Am     | 220 South St   | CO 7-1212 | Jack O'Brian                       |
| N.Y. Post         | 75 West St.    | WH 4-9000 | Earl Wilson                        |
| INS               | 235 East 45    | MU 7-8800 | Jack Cooper                        |
| N.Y. Times        | 229 West 43    | LA 4-1000 | Jack Gould, Val Adams, Sid Lohman  |
| N.Y. World-Tel    | 125 Barclay St | BA 7-3211 | Charles Sievert, Harriet Van Horne |
| Printers Ink      | 205 East 42    | MU 3-6500 | Richard Bruner                     |
| Radio Daily       | 1501 B'way     | WI 7-6336 | Frank Burke, Sid White             |
| Radio Mirror & TV | 205 East 42    | LE 2-9050 | Frances Kish                       |
| Radio & TV Best   | 9 West 57      | PL 9-7272 | Gertrude Greer                     |
| Ross Reports      | 551 Fifth      | MU 2-5910 | Wallace A. Ross                    |
| Sponsor Magazine  | 510 Madison    | MU 8-2552 | Frank Bannister                    |
| Televiser Mag.    | 1780 B'way     | PL 7-3721 | Bob Harris                         |
| TV Digest         | 1515 Conn. Av. | Wash.6,DC | Martin Codel, Earl Abrams          |
| Television Mag.   | 600 Madison    | PL 3-3671 | Fred Kugel                         |
| TV Guide          | 251 West 42    | BR 9-0050 | Murry Harris                       |
| Tide Magazine     | 232 Madison    | MU 3-7700 | Frank Saunders                     |
| Time Magazine     | 9 Rock Pl      | JU 6-1212 | Jean Sulzberger                    |
| Variety           | 154 West 46    | LU 2-2700 | Bert Briller, Bob Stahl, Geo.Rosen |
| tur roog          |                |           |                                    |

### RESEARCH ORGANIZATIONS (Where N.Y. office, it is listed)

|                      | (                                     |            |                      |
|----------------------|---------------------------------------|------------|----------------------|
| Advertest            | 133 Albany St, N. Bruns, NJ           | сн 7-1564  | Richard Bruskin      |
| Advt. Res Bur        | 705 Central Bldg, Seattle             | Eliot 4489 | Dr. F. E. Baker      |
| Amer Res Bur         | 1054 Natl Press Bldg, Wash, DC        | RE 6002    | James Seiler         |
| Audience Res         | 37 Hulfish St, Frinceton, NJ          | PR 335     | Dr. G. Gallup        |
| B'cast Meas. Bur     | 270 Park Ave, NYC                     | MU 8-4310  | Kenneth H. Baker     |
| Coffin, Cooper, Clay | PO Box 6934, LA, Cal                  | CU 3-3149  | Joe Coffin           |
| C. E. Hooper         | 10 East 40 St, NYC                    | LE 2-3000  | C. E. Hooper         |
| Jay & Graham         | 100 East Obio St., Chi, Ill.          | WH 4-0584  | Allan V. Jay         |
| Marketscope          | 156 Washgtn St, Newark, NJ            | MI 2-1753  | R. E. Spinner        |
| A. C. Nielsen        | 500 Fifth Ave, NYC                    | PE 6-2850  | Albert Wharfield     |
| Psychological Corp   | 522 Fifth Ave, NYC                    | MU 2-2145  | Dr. A. D. Freiberg   |
| The Pulse            | 15 West 46 St, NYC                    | JU 6-3316  | Sydney Roslow        |
| Elmo Roper           | 30 Rock Plaza, NYC                    | PL 7-4900  | Elmo Roper           |
| N.C. Rorabaugh       | 347 Madison Ave, NYC                  | MU 6-2193  | N.C. Rorabaugh       |
| Ross Federal Res     | 2 West 45 St, NYC                     | VA 6-0600  | S. W. Sheetz         |
| Ross Reports         | 551 Fifth Ave, NYC                    | MU 2-5910  | Wallace A, Ross      |
| Schwerin Research    | 2 West 46 St, NYC                     | LU 2-4690  | Horace Schwerin      |
| Sindlinger & Co      | Lewis Tower, Phila, Pa.               | KI 6-0930  | A. E. Sindlinger     |
| Daniel Starch        | 420 Lexington Ave, NYC                | LE 2-6622  | Daniel Starch        |
| TV Forecast          | 185 No. Wabash, Chi, Ill              | FR 2-6931  | Lester Vihon         |
| Trendex              | 347 Madison Ave, NYC                  | MU 3-2653  | Bob Rogers, Ed Hynes |
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(N.Y. offices where they exist)

| Actors Equity (AFL)                                     | 45 West 47, NYC              | PL 7-7660  |
|---------------------------------------------------------|------------------------------|------------|
| Louis Simon - Executive Secretary                       |                              |            |
| AF of M (AFL)                                           | 570 Lexington Ave, NYC       | PL 8-0600  |
| James C. Petrillo - Nat'l. Pres.                        |                              | 07 7 (100  |
| AF of M (AFL) - Local 802<br>Richard McCann - President | 1265 Sixth Ave, NYC          | CI 7-6480  |
| AFRA (AFL)                                              | 17 West 44, NYC              | VA 6-1810  |
| Clayton Collyer - President                             | 17 Webt 44, NIC              | AN 0-1010  |
| A. Frank Reel - Nat'l Exec Sec'y                        |                              |            |
| AGMA (AFL)                                              | 276 West 43, NYC             | LO 5-7508  |
| Lawrence Tibbett - President                            |                              |            |
| Hyman R. Faine - Exec Sec'y                             |                              |            |
| AGVA (AFL)                                              | 1697 Broadway, NYC           | CI 6-7130  |
| Gus Van - President                                     |                              |            |
| Henry Dunn - Nat'l Admin Sec'y                          |                              |            |
| Four A's (AFL)                                          | 45 West 47, NYC              | PL 7-7660  |
| Paul Dullzell - Internat'l Pres.                        | 6 Each 20 NVC                | 101 0 1050 |
| Authors League<br>Evelyn Burkey - TV Consultant         | 6 East 39, NYC               | MU 9-4950  |
| Chorus Equity (AFL)                                     | 45 West 47, NYC              | PL 7-7660  |
| Ruth Richmond                                           | +) webu +1, wid              | 11 1-1000  |
| IATSE (AFL)                                             | 630 Fifth Ave, NYC           | CI 5-4370  |
| Richard Walsh - Internat'l Pres.                        |                              |            |
| Wm. P. Raoul - Gen. Sec'y-Treas.                        |                              |            |
| IBEW (AFL)                                              | 1200 15 St, NW, Wash, DC     | DI 3764    |
| D. W. Tracy - Internat'l Pres.                          |                              |            |
| J. Scott Milne - Internat'l Sec'y                       |                              |            |
| NABET                                                   | 80 E. Jackson Blvd, Chi, Ill | WA 2-2462  |
| J. R. McDonnell - President                             |                              |            |
| George Maher - Exec Sec'y<br>NABUG                      | 37 West 46, NYC              | LU 2-5130  |
| Oliver W. Nicoll - Nat'l Chairman                       | ) "est 40, NIC               | 10 2-)1)0  |
| Radio Writers Guild                                     | 6 East 39, NYC               | MU 6-5251  |
| Paul Franklin - President                               |                              |            |
| James Stabile - Nat'l Exec Sec'y                        |                              |            |
| Screen Actors Guild (AFL)                               | 545 Fifth Ave, NYC           | MU 7-4623  |
| Ronald Reagan - President                               |                              |            |
| Mrs. Florence Marston - Eastern Rep.                    |                              |            |
| <u>Screen Cartoonists (AFL) - Local 1461</u>            | 800 Riverside Drive, NYC     | WA 3-2821  |
| John Gentilella - President                             |                              |            |
| Pepe Ruiz - Business Agent                              |                              |            |
| Screen Directors Guild                                  | 369 Lexington Ave, NYC       | MU 3-9680  |
| Joe Glenn<br>Screen Writers Guild                       | 1655 N. Cherokee Ave, H'wood | но 9-3601  |
| Valentine Davies - President                            | 10)) N. Cherokee Ave, h wood | 110 9-3001 |
| Oliver H.P. Garrett - TV Chairman                       |                              |            |
| Television Authority                                    | 17 West 44, NYC              | VA 6-1810  |
| Lawrence Tibbett - Chairman                             |                              |            |
| George Heller - Nat'l Exec Sec'y                        |                              |            |
| Television Directors Guild (AFL)                        | 114 East 52, NYC             | PL 9-0949  |
| Dick Mack - Internat'l Pres                             |                              |            |
| Newman H. Burnett - Nat'l Exec Sec'y                    |                              |            |
| UERMWA                                                  | 11 East 51, NYC              | PL 3-1960  |
| Albert J. Fitzgerald - Gen. Pres.                       |                              |            |
| Julius Emspak - Gen. Sec'y-Treas.                       |                              |            |
| United Scenic Artists - Local 1829                      | 234 West 56, NYC             | CI 6-8023  |
| Rudy Karnolt - Bus. Mgr.                                | - 10                         |            |

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STATION REPS (Stations & NY TV Managers)

> Davenport WOC-TV Louisville WAVE-TV

> Minn.-St. Paul WTCN-TV

PL 9-6022

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FREE & PETERS, INC.

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| AVERY-KNODEL,                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | ENC.             |
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| Lewis H. Avery                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                  |
| Jacksonville                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | WMBR-TV          |
| Kalamazoo                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | WKZO-TV          |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                  |
| Rock Island                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | WHBF-TV          |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                  |
| BLAIR TV, INC.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                  |
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| William H. Weld                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | lon              |
| Birmingham                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | WBRC-TV          |
| Columbus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | WBNS-TV          |
| Los Angeles                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | KTSL             |
| New Orleans                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | WDSU-TV          |
| Omaha                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | WOW-TV           |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                  |
| Richmond                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | WTVR             |
| Salt Lake Cit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | •                |
| Seattle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | KING-TV          |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                  |
| BOLLING CO.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                  |
| 480 Lex                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | PL 9-8150        |
| George W. Boll:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Ing              |
| Binghamton                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | WNBF-TV          |
| DTHEIRAHVOIL                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 112122 - 2 1     |
| DDANUAM CO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                  |
| BRANHAM CO.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | MI 6 3060        |
| -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <u>NU 6-1860</u> |
| J. F. Timlin                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                  |
| Cincinnati                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | WCPO-TV          |
| Cleveland                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | WEWS             |
| Dallas                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | KRLD-TV          |
| Memphis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | WMCT             |
| San Diego                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | KFMB-TV          |
| 5411 8 20Be                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                  |
| CBS RADIO SALES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 2                |
| Contraction of the local division of the loc |                  |
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| George R. Dunha                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                  |
| Birmingham                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | WAFM-TV          |
| Charlotte                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | WBTV             |
| Los Angeles                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | KTTV             |
| New York                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | WCBS-TV          |
| Philadelphia                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | WCAU-TV          |
| Salt Lake Ci                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | ty KSL-TV        |
| Washington                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | WTOP-TV          |
| "abitting out                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                  |
| DONATD COOVE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | TNO              |
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| //                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | MU 2-7270        |
| Donald Cooke                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                  |
| Utica                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | WKTV             |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                  |
| DUMONT SPOT SA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | LES              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | MU 8-2600        |
| Arthur C. Elli                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                  |
| Al-Guar. C. EIII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                  |
| Pittsburgh                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | WDTV             |
| New York                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | WABD             |
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New York WPIX WBA P-TV KSD-TV Ft. Worth St. Louis San Francisco KRON-TV HARRINGTON, RIGHTER&PARSONS LE 2-1741 347 Mad J. E. Harrington, Jr. Baltimore WAAM Buffalo WFMY-TV Greensboro WFMY-TV WDAF-TV Kansas City WTMJ-TV Milwaukee Washington WTTG HEADLEY-REED CO. 420 Lex MU 3-5467 William B. Faber WTVN Columbus Erie WICU WJAC-TV Johnstown WSYR-TV Syracuse GEO. P. HOLLINGBERY CO. 500 Fifth BR 9-3960 F. E. Spencer, Jr. - VP Dan Schmidt, III Detroit WWJ-TV Rochester WHAM-TV WHIO-TV Toledo H-R REPRESENTATIVES, INC. 405 Lex MU 9-7463 Frank M Headley WJIM-TV Lansing NBC SPOT SALES 30 Rock Pl CI 7-8300 Richard H. Close WBZ-TV Boston WNBQ Chicago Cleveland WNBK KNBH Los Angeles WNBT New York Philadelphia WPTZ Schenectady WRGB WNBW Washington

| INDO CDOM CATES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                 |
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| ABC SPOT SALES<br>7 W. 66                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | mp 2 7000                                                                                                                                                                                                       |
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| Ralph E. Dennis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                 |
| Chicago                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | WENR-TV                                                                                                                                                                                                         |
| Detroit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | WXYZ-TV                                                                                                                                                                                                         |
| Los Angeles                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | KECA-TV                                                                                                                                                                                                         |
| New York                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | WJZ-TV                                                                                                                                                                                                          |
| San Francisco                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | KGO-TV                                                                                                                                                                                                          |
| Washington                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | WMAL-TV                                                                                                                                                                                                         |
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| KATZ AGENCY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                 |
| 488 Mad                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | PL 9-4460                                                                                                                                                                                                       |
| Ed Codel                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                 |
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| Atlanta                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | WAGA-TV                                                                                                                                                                                                         |
| Baltimore                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | WMAR-TV                                                                                                                                                                                                         |
| Cincinnati                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | WKRC-TV                                                                                                                                                                                                         |
| Cleveland                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | WXEL                                                                                                                                                                                                            |
| Detroit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | WJBK-TV                                                                                                                                                                                                         |
| Huntington                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | WSAZ-TV                                                                                                                                                                                                         |
| Indianapolis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | WFPM-TV                                                                                                                                                                                                         |
| Los Angeles                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | KLAC-TV                                                                                                                                                                                                         |
| New Haven                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | WNHC-TV                                                                                                                                                                                                         |
| Oklahoma City                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                 |
| Omaha                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | KMTV                                                                                                                                                                                                            |
| San Francisco                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                 |
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| Syracuse                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | WHEN WORD TH                                                                                                                                                                                                    |
| Toledo                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | WSPD-TV                                                                                                                                                                                                         |
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| ROBERT MEEKER                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                 |
| 521 Fifth                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <u>MU 2-2170</u>                                                                                                                                                                                                |
| 521 Fifth                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <u>MU 2-2170</u><br>pre                                                                                                                                                                                         |
| 521 Fifth<br>Louis J. F. Mod                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | ore                                                                                                                                                                                                             |
| 521 Fifth<br>Louis J. F. Mod                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | ore                                                                                                                                                                                                             |
| 521 Fifth<br>Louis J. F. Mod<br>Bloomington<br>Lancaster                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | WTTV<br>WGAL-TV                                                                                                                                                                                                 |
| 521 Fifth<br>Louis J. F. Mod                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | WTTV<br>WGAL-TV                                                                                                                                                                                                 |
| 521 Fifth<br>Louis J. F. Mod<br>Bloomington<br>Lancaster<br>Wilmington                                                                                                                                                                                                                                                                                                                                                                                                                                                              | WTTV<br>WGAL-TV<br>WDEL-TV                                                                                                                                                                                      |
| 521 Fifth<br>Louis J. F. Mod<br>Bloomington<br>Lancaster<br>Wilmington<br>PARAMOUNT TV PH                                                                                                                                                                                                                                                                                                                                                                                                                                           | WTTV<br>WGAL-TV<br>WDEL-TV<br>RODS                                                                                                                                                                              |
| 521 Fifth<br>Louis J. F. Mod<br>Bloomington<br>Lancaster<br>Wilmington<br>PARAMOUNT TV PH<br>1501 B'way                                                                                                                                                                                                                                                                                                                                                                                                                             | WTTV<br>WGAL-TV<br>WDEL-TV<br>RODS<br>BR 9-8700                                                                                                                                                                 |
| 521 Fifth<br>Louis J. F. Mod<br>Bloomington<br>Lancaster<br>Wilmington<br>PARAMOUNT TV PH<br>1501 B'way<br>George Shupert                                                                                                                                                                                                                                                                                                                                                                                                           | WTTV<br>WGAL-TV<br>WDEL-TV<br>RODS<br>BR 9-8700                                                                                                                                                                 |
| 521 Fifth<br>Louis J. F. Mod<br>Bloomington<br>Lancaster<br>Wilmington<br>PARAMOUNT TV PH<br>1501 B'way                                                                                                                                                                                                                                                                                                                                                                                                                             | WTTV<br>WGAL-TV<br>WDEL-TV<br>RODS<br>BR 9-8700                                                                                                                                                                 |
| 521 Fifth<br>Louis J. F. Mod<br>Bloomington<br>Lancaster<br>Wilmington<br>PARAMOUNT TV PH<br>1501 B'way<br>George Shupert                                                                                                                                                                                                                                                                                                                                                                                                           | WTTV<br>WGAL-TV<br>WDEL-TV<br>RODS<br>BR 9-8700                                                                                                                                                                 |
| 521 Fifth<br>Louis J. F. Mod<br>Bloomington<br>Lancaster<br>Wilmington<br>PARAMOUNT TV PH<br>1501 B'way<br>George Shupert<br>Los Angeles                                                                                                                                                                                                                                                                                                                                                                                            | WTTV<br>WGAL-TV<br>WDEL-TV<br>RODS<br>BR 9-8700<br>KTLA                                                                                                                                                         |
| <ul> <li>521 Fifth</li> <li>Louis J. F. Model</li> <li>Bloomington</li> <li>Lancaster</li> <li>Wilmington</li> <li>PARAMOUNT TV PH</li> <li>1501 B'way</li> <li>George Shupert</li> <li>Los Angeles</li> <li>JOHN E. PEARSON</li> </ul>                                                                                                                                                                                                                                                                                             | WTTV<br>WGAL-TV<br>WDEL-TV<br>RODS<br>BR 9-8700<br>KTLA                                                                                                                                                         |
| 521 FifthLouis J. F. ModeBloomingtonLancasterWilmingtonPARAMOUNT TV PH1501 B'wayGeorge ShupertLos AngelesJOHN E. PEARSON250 Park                                                                                                                                                                                                                                                                                                                                                                                                    | WTTV<br>WGAL-TV<br>WDEL-TV<br>RODS<br>BR 9-8700<br>KTLA<br>N CO.<br>PL 8-2255                                                                                                                                   |
| <ul> <li>521 Fifth Louis J. F. Modelington Lancaster Wilmington </li> <li>PARAMOUNT TV PH</li> <li>1501 B'way George Shupert Los Angeles JOHN E. PEARSON 250 Park John E. Pearson</li></ul>                                                                                                                                                                                                                                                                                                                                         | WTTV<br>WGAL-TV<br>WDEL-TV<br>RODS<br>BR 9-8700<br>KTLA<br>N CO.<br>PL 8-2255                                                                                                                                   |
| 521 FifthLouis J. F. ModeBloomingtonLancasterWilmingtonPARAMOUNT TV PH1501 B'wayGeorge ShupertLos AngelesJOHN E. PEARSON250 Park                                                                                                                                                                                                                                                                                                                                                                                                    | WTTV<br>WGAL-TV<br>WDEL-TV<br>RODS<br>BR 9-8700<br>KTLA<br>N CO.<br>PL 8-2255                                                                                                                                   |
| <ul> <li>521 Fifth</li> <li>Louis J. F. Mod<br/>Bloomington</li> <li>Lancaster</li> <li>Wilmington</li> <li>PARAMOUNT TV PH</li> <li>1501 B'way</li> <li>George Shupert</li> <li>Los Angeles</li> <li>JOHN E. PEARSON</li> <li>250 Park</li> <li>John E. Pearson</li> <li>Grand Rapids</li> </ul>                                                                                                                                                                                                                                   | WTTV<br>WGAL-TV<br>WDEL-TV<br>RODS<br>BR 9-8700<br>KTLA<br>N CO.<br>PL 8-2255<br>WLAV-TV                                                                                                                        |
| <ul> <li>521 Fifth <ul> <li>Louis J. F. Mod</li> <li>Bloomington</li> <li>Lancaster</li> <li>Wilmington</li> </ul> </li> <li>PARAMOUNT TV PH <ul> <li>1501 B'way</li> <li>George Shupert</li> <li>Los Angeles</li> </ul> </li> <li>JOHN E. PEARSON <ul> <li>250 Park</li> <li>John E. Pearson</li> <li>Grand Rapids</li> </ul> </li> <li>PAUL H. RAYMER</li> </ul>                                                                                                                                                                  | WTTV<br>WGAL-TV<br>WDEL-TV<br>RODS<br>BR 9-8700<br>KTLA<br>N CO.<br>PL 8-2255<br>WLAV-TV<br>CO.                                                                                                                 |
| <ul> <li>521 Fifth <ul> <li>Louis J. F. Mod</li> <li>Bloomington</li> <li>Lancaster</li> <li>Wilmington</li> </ul> </li> <li>PARAMOUNT TV PH <ul> <li>1501 B'way</li> <li>George Shupert</li> <li>Los Angeles</li> </ul> </li> <li>JOHN E. PEARSON <ul> <li>250 Park</li> <li>John E. Pearson</li> <li>Grand Rapids</li> </ul> </li> <li>PAUL H. RAYMER <ul> <li>366 Mad</li> </ul></li></ul>                                                                                                                                       | WTTV<br>WGAL-TV<br>WDEL-TV<br>RODS<br>BR 9-8700<br>KTLA<br>N CO.<br>PL 8-2255<br>WLAV-TV                                                                                                                        |
| <ul> <li>521 Fifth</li> <li>Louis J. F. Mod<br/>Bloomington</li> <li>Lancaster</li> <li>Wilmington</li> <li>PARAMOUNT TV PH</li> <li>1501 B'way</li> <li>George Shupert</li> <li>Los Angeles</li> <li>JOHN E. PEARSON</li> <li>250 Park</li> <li>John E. Pearson</li> <li>Grand Rapids</li> <li>PAUL H. RAYMER</li> <li>366 Mad</li> <li>Reynold Kraft</li> </ul>                                                                                                                                                                   | WTTV<br>WGAL-TV<br>WDEL-TV<br>RODS<br>BR 9-8700<br>KTLA<br>N CO.<br>PL 8-2255<br>WLAV-TV<br>CO.<br>MU 7-6540                                                                                                    |
| <ul> <li>521 Fifth <ul> <li>Louis J. F. Mod</li> <li>Bloomington</li> <li>Lancaster</li> <li>Wilmington</li> </ul> </li> <li>PARAMOUNT TV PH <ul> <li>1501 B'way</li> <li>George Shupert</li> <li>Los Angeles</li> </ul> </li> <li>JOHN E. PEARSON <ul> <li>250 Park</li> <li>John E. Pearson</li> <li>Grand Rapids</li> </ul> </li> <li>PAUL H. RAYMER <ul> <li>366 Mad</li> </ul></li></ul>                                                                                                                                       | WTTV<br>WGAL-TV<br>WDEL-TV<br>RODS<br>BR 9-8700<br>KTLA<br>N CO.<br>PL 8-2255<br>WLAV-TV<br>CO.                                                                                                                 |
| <ul> <li>521 Fifth Louis J. F. Mod  Bloomington Lancaster  Wilmington </li> <li>PARAMOUNT TV PH 1501 B'way  George Shupert Los Angeles </li> <li>JOHN E. PEARSON 250 Park  John E. Pearson  Grand Rapids PAUL H. RAYMER 366 Mad Reynold Kraft  Birmingham</li></ul>                                                                                                                                                                                                                                                                 | WTTV<br>WGAL-TV<br>WDEL-TV<br>RODS<br>BR 9-8700<br>KTLA<br>N CO.<br>PL 8-2255<br>WLAV-TV<br>CO.<br>MU 7-6540                                                                                                    |
| <ul> <li>521 Fifth <ul> <li>Louis J. F. Mod</li> <li>Bloomington</li> <li>Lancaster</li> <li>Wilmington</li> </ul> </li> <li>PARAMOUNT TV PH <ul> <li>1501 B'way</li> <li>George Shupert</li> <li>Los Angeles</li> </ul> </li> <li>JOHN E. PEARSON <ul> <li>250 Park</li> <li>John E. Pearson</li> <li>Grand Rapids</li> </ul> </li> <li>PAUL H. RAYMER <ul> <li>366 Mad</li> <li>Reynold Kraft</li> <li>Birmingham</li> </ul> </li> <li>WEED &amp; CO.</li> </ul>                                                                  | WTTV<br>WGAL-TV<br>WDEL-TV<br>RODS<br>BR 9-8700<br>KTLA<br>N CO.<br>PL 8-2255<br>WLAV-TV<br>CO.<br>MU 7-6540<br>WBRC-TV                                                                                         |
| <ul> <li>521 Fifth <ul> <li>Louis J. F. Mod</li> <li>Bloomington</li> <li>Lancaster</li> <li>Wilmington</li> </ul> </li> <li>PARAMOUNT TV PH <ul> <li>1501 B'way</li> <li>George Shupert</li> <li>Los Angeles</li> </ul> </li> <li>JOHN E. PEARSON <ul> <li>250 Park</li> <li>John E. Pearson</li> <li>Grand Rapids</li> </ul> </li> <li>PAUL H. RAYMER <ul> <li>366 Mad</li> <li>Reynold Kraft</li> <li>Birmingham</li> </ul> </li> </ul>                                                                                          | WTTV<br>WGAL-TV<br>WDEL-TV<br>RODS<br>BR 9-8700<br>KTLA<br>N CO.<br>PL 8-2255<br>WLAV-TV<br>CO.<br>MU 7-6540                                                                                                    |
| <ul> <li>521 Fifth <ul> <li>Louis J. F. Mod</li> <li>Bloomington</li> <li>Lancaster</li> <li>Wilmington</li> </ul> </li> <li>PARAMOUNT TV PH <ul> <li>1501 B'way</li> <li>George Shupert</li> <li>Los Angeles</li> </ul> </li> <li>JOHN E. PEARSON <ul> <li>250 Park</li> <li>John E. Pearson</li> <li>Grand Rapids</li> </ul> </li> <li>PAUL H. RAYMER <ul> <li>366 Mad</li> <li>Reynold Kraft</li> <li>Birmingham</li> </ul> </li> <li>WEED &amp; CO.</li> </ul>                                                                  | WTTV<br>WGAL-TV<br>WDEL-TV<br>RODS<br>BR 9-8700<br>KTLA<br>N CO.<br>PL 8-2255<br>WLAV-TV<br>CO.<br>MU 7-6540<br>WBRC-TV                                                                                         |
| <ul> <li>521 Fifth <ul> <li>Louis J. F. Mod</li> <li>Bloomington</li> <li>Lancaster</li> <li>Wilmington</li> </ul> </li> <li>PARAMOUNT TV PH <ul> <li>1501 B'way</li> <li>George Shupert</li> <li>Los Angeles</li> </ul> </li> <li>JOHN E. PEARSON <ul> <li>250 Park</li> <li>John E. Pearson</li> <li>Grand Rapids</li> </ul> </li> <li>PAUL H. RAYMER <ul> <li>366 Mad</li> <li>Reynold Kraft</li> <li>Birmingham</li> </ul> </li> <li>WEED &amp; CO. <ul> <li>350 Mad</li> </ul> </li> </ul>                                     | WTTV<br>WGAL-TV<br>WDEL-TV<br>RODS<br>BR 9-8700<br>KTLA<br>N CO.<br>PL 8-2255<br>WLAV-TV<br>CO.<br>MU 7-6540<br>WBRC-TV                                                                                         |
| <ul> <li>521 Fifth <ul> <li>Louis J. F. Mod</li> <li>Bloomington</li> <li>Lancaster</li> <li>Wilmington</li> </ul> </li> <li>PARAMOUNT TV PH <ul> <li>1501 B'way</li> <li>George Shupert</li> <li>Los Angeles</li> </ul> </li> <li>JOHN E. PEARSON <ul> <li>250 Park</li> <li>John E. Pearson</li> <li>Grand Rapids</li> </ul> </li> <li>PAUL H. RAYMER <ul> <li>366 Mad</li> <li>Reynold Kraft</li> <li>Birmingham</li> </ul> </li> <li>WEED &amp; CO. <ul> <li>350 Mad</li> <li>Norman Farrell</li> <li>Ames</li> </ul></li></ul> | Dre<br>WTTV<br>WGAL-TV<br>WDEL-TV<br>RODS<br>BR 9-8700<br>KTLA<br>N CO.<br>PL 8-2255<br>WLAV-TV<br>CO.<br>MU 7-6540<br>WBRC-TV<br>MU 7-7772                                                                     |
| <ul> <li>521 Fifth <ul> <li>Louis J. F. Mod</li> <li>Bloomington</li> <li>Lancaster</li> <li>Wilmington</li> </ul> </li> <li>PARAMOUNT TV PH <ul> <li>1501 B'way</li> <li>George Shupert</li> <li>Los Angeles</li> </ul> </li> <li>JOHN E. PEARSON</li> <li>250 Park</li> <li>John E. Pearson</li> <li>Grand Rapids</li> </ul> PAUL H. RAYMER <ul> <li>366 Mad</li> <li>Reynold Kraft</li> <li>Birmingham</li> </ul> WEED & CO. <ul> <li>350 Mad</li> <li>Norman Farrell</li> <li>Ames</li> <li>Chicago</li> </ul>                  | WTTV         WGAL-TV         WOEL-TV         RODS         BR 9-8700         KTLA         N CO.         PL 8-2255         WLAV-TV         CO.         MU 7-6540         WBRC-TV         MU 7-7772         WOI-TV |
| <ul> <li>521 Fifth <ul> <li>Louis J. F. Mod</li> <li>Bloomington</li> <li>Lancaster</li> <li>Wilmington</li> </ul> </li> <li>PARAMOUNT TV PH <ul> <li>1501 B'way</li> <li>George Shupert</li> <li>Los Angeles</li> </ul> </li> <li>JOHN E. PEARSON <ul> <li>250 Park</li> <li>John E. Pearson</li> <li>Grand Rapids</li> </ul> </li> <li>PAUL H. RAYMER <ul> <li>366 Mad</li> <li>Reynold Kraft</li> <li>Birmingham</li> </ul> </li> <li>WEED &amp; CO. <ul> <li>350 Mad</li> <li>Norman Farrell</li> <li>Ames</li> </ul></li></ul> | WTTV<br>WGAL-TV<br>WDEL-TV<br>RODS<br>BR 9-8700<br>KTLA<br>N CO.<br>PL 8-2255<br>WLAV-TV<br>CO.<br>MU 7-6540<br>WBRC-TV<br>WOI-TV<br>WOI-TV<br>WBKB                                                             |

COLUMN ALLEY

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| 000        | B C-CER PARPEND BOOK                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
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## FILM PACKAGE DISTRIBUTORS

(These firms have either film series or single shorts and features available)

| Admiral Pictures        | 1450 Broadway     | LO 5-4511         | Zach Baym        |
|-------------------------|-------------------|-------------------|------------------|
| A. F. Films             | 1600 Broadway     | CI 7-2850         | R. Kossoff       |
| Associated Artists      | 444 Madison       | MU 8-4754         | Elliot Hyman     |
| Atlantic TV             | 130 West 46       | LU 2-1287         | J. Kopfstein     |
| Atlas TV Corp           | 1619 Broadway     | JU 6-3470         | R. O'Brian       |
| British Information Svc | 30 Rock Pl        | CI 6-5100         | Mrs. Danish      |
| Cinetel Corp            | 119 West 57       | JU 2-4813         | E. Woodruff      |
| Commonwealth            | 723 Seventh       | CI 5-6456         | J. Hyams         |
| Crystal Pictures        | 1564 Broadway     | PL 7-5130         | Melvin Hirsh     |
| Encyclopedia Brittanica | 450 West 56       | CI 7-2662         | Mr. Kroggel      |
| Flamingo Films          | 538 Fifth         | MU 7-88E          | S. Weintraub     |
| Film Equities           | 1501 Broadway     | LO 4-8234         | Constance Lazar  |
| Films of Nations        | 55 West 45        | MU 2-0040         | A. Schoepperle   |
| General Films           | 25 West 45        | LU 2-1700         | H. Kapit         |
| Hoffberg Prods          | 620 Ninth         | CI 6-9031         | J. Hoffberg      |
| Hyperion Films          | 48 West 73        | JU 2-2928         | W. Holland       |
| Knowledge Builders      | 625 Madison       | EL 5-2848         | Mr. McCrory      |
| Monogram Pictures       | 630 Ninth         | PL 7-8420         | Lloyd Lind       |
| Motion Picture Mgt      | 8580 Sunset       | H'wood, Cal       |                  |
| Official Films          | 25 West 45        | LU 2-1700         | A. Rosenman      |
| Olio Video              | 131 West 52       | <b>JU 6-</b> 0873 | Harvey Cort      |
| Nationwide TV           | 1501 Broadway     | LO 4-8234         | Constance Lazar  |
| Producers' Reps         | 1270 Sixth        | PL 7-6990         | Irving Lesser    |
| Post Pictures           | 115 West 45       | LU 2-4870         | Alan Post        |
| Sack TV Enterprises     | 354 West 44       | JU 6-2258         | Julius Sack      |
| Simmel-Meservey         | 321 S. Beverly Dr | BH, Cal           |                  |
| Skibo Prods             | 165 West 46       | PL 7-2265         | Pat Shanahan     |
| Standard TV Corp        | 1501 Broadway     | LO 4-8234         | Constance Lazar  |
| Sterling Films          | 316 West 57       | JU 6-3750         | Saul Turell      |
| Telecast Films          | 145 West 45       | LU 2-4326         | Gordon Hedwig    |
| Telenews Prods          | 630 Ninth         | JU 6-2450         | C. Burris        |
| Louis Weiss & Co.       | 4336 Sunset       | H"wood, Cal       | Adrian Weiss     |
| Windsor Films           | 119 West 57       | JU 2-4813         | B. Jankoff       |
| Winik Films             | 625 Madison       | PL 3-0684         | Leslie Winik     |
| United Artists          | 729 Seventh       | CI 5-6000         | John Mitchell    |
| United World            | 1445 Park         | TR 6-5200         | Richard Davidson |
| Young Amer. Films       | 18 East 41        | LE 2-4111         | J. Brewster      |
| Ziv Prods               | 488 Madison       | MU 8-4700         | H. Gordon        |
|                         |                   |                   |                  |

## STATION REPS (Stations and NY TV Managers - Cont'd)

| EDWARD PETRY & CC<br>17 E. 42 MU | 8-0200  | ADAM YOUNG TV, | INC.<br>MU 9-0006 | CROSLEY SALES<br>630 Fifth C | I 6-1750 |
|----------------------------------|---------|----------------|-------------------|------------------------------|----------|
| Keith Kiggins                    |         | Adam J. Young, | Jr.               | Warren Jennings              |          |
| Atlanta                          | WSB-TV  | Dallas         | WFAA-TV           | Cincinnati                   | WLW-T    |
| Baltimore                        | WBAL-TV | Houston        | KPRC-TV           | Columbus                     | WLW-C    |
| Boston                           | WNAC-TV | San Antonio    | KEYL              | Dayton                       | WLW-D    |
| Los Angeles                      | KFI-TV  | Tulsa          | KOTV              |                              |          |
| Lousiville                       | WHAS-TV |                |                   | WGN SALES                    |          |
| MinnSt. Paul                     | KSTP-TV | WOR SALES      |                   |                              | U 2-3033 |
| Nashville                        | WSM-TV  | 1440 B'way     | LO 4-8000         | Benjamin H. Bere             |          |
| Norfolk                          | WTAR-TV | R. C. Maddux   |                   |                              |          |
| Phoenix                          | KPHO-TV | New York       | WOR-TV            | Chicago                      | WGN-TV   |
| San Antonio                      | WOAI-TV |                |                   |                              |          |

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(As of September 1, 1950)

ESTIMATED TV SET OWNERSHIP (NBC) - CLASS A HOUR RATES

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| CITY                                                                                                                                                                             | # STATIONS                                                               | HR RATE   | TV SETS  | . <u>CITY</u> # | STATIONS   | HR RATE | TV SETS   |
| Albuquerque                                                                                                                                                                      | 1                                                                        | \$ 150    | 4,600    | Los Angeles     | 7          | \$1200  | 638,000   |
| Ames                                                                                                                                                                             | 1                                                                        | 200       | 14,300   | Louisville      | 2          | 300     | 46,500    |
| Atlanta                                                                                                                                                                          | 2                                                                        | 325       | 57,600   | Memphis         | 1          | 300     | 49,300    |
| Baltimore                                                                                                                                                                        | 3                                                                        | 750       | 208,000  | Miami           | 1          | 300     | 33,900    |
| Binghamton                                                                                                                                                                       | 1                                                                        | 250       | 19,000   | Milwaukee       | 1          | 600     | 146,000   |
| Birmingham                                                                                                                                                                       | 2                                                                        | 200       | 18,400   | Minn-St Paul    | 2          | 500     | 121,000   |
| Bloomington                                                                                                                                                                      | 1                                                                        | 150       | 8,000    | New Haven       | 1          | 500     | 95,500    |
| Boston                                                                                                                                                                           | 2                                                                        | 950       | 490,000  | New Orleans     | 1          | 250     | 34,300    |
| Buffalo                                                                                                                                                                          | 1                                                                        | 600       | 120,000  | New York        | 7          | 2500    | 1,555,000 |
| Charlotte                                                                                                                                                                        | 1                                                                        | 225       | 22,200   | Norfolk         | 1          | 250     | 27,900    |
| Chicago                                                                                                                                                                          | 4                                                                        | 1200      | 595,000  | Oklahoma City   | 1          | 275     | 42,300    |
| Cincinnati                                                                                                                                                                       | 3                                                                        | 550       | 157,000  | Omaha           | 2          | 250     | 29,800    |
| Cleveland                                                                                                                                                                        | 3                                                                        | 775       | 287,000  | Philadelphia    | 3          | 1200    | 565,000   |
| Columbus                                                                                                                                                                         | 3                                                                        | 375       | 84,000   | Phoenix         | 1          | 150     | 16,100    |
| Dallas                                                                                                                                                                           | 1                                                                        | 300       | 39,600   | Pittsburgh      | 1          | 450     | 133,000   |
| Dav-Rock Is                                                                                                                                                                      | 2                                                                        | 250       | 18,400   | Providence      | 1          | 300     | 79,000    |
| Dayton                                                                                                                                                                           | 2                                                                        | 375       | 84,000   | Richmond        | 1          | 3.00    | 39,900    |
| Detroit                                                                                                                                                                          | 3                                                                        | 800       | 306,000  | Rochester       | 1          | 300     | 48,600    |
| Erie                                                                                                                                                                             | 1                                                                        | 350       | 28,300   | Salt Lake City  | y 2        | 200     | 25,300    |
| Ft. Worth                                                                                                                                                                        | 1                                                                        | 375       | 31,400   | San Antonio     | 2          | 250     | 25,200    |
| Grand Rapids                                                                                                                                                                     | 1                                                                        | 250       | 33,500   | San Diego       | 1          | 400     | 55,000    |
| Greensboro                                                                                                                                                                       | 1                                                                        | 200       | 19,500   | San Francisco   | 3          | 450     | 85,300    |
| Houston                                                                                                                                                                          | 1                                                                        | 300       | 37,200   | Schenectady     | 1          | 500     | 99,500    |
| Huntington                                                                                                                                                                       | 1                                                                        | 200       | 20,100   | Seattle         | 1          | 350     | 37,800    |
| Indianapolis                                                                                                                                                                     | 1                                                                        | 350       | 63,300   | St. Louis       | 1          | 650     | 166,000   |
| Jacksonville                                                                                                                                                                     | 1                                                                        | 200       | 15,000   | Syracuse        | 2          | 300     | 63,300    |
| Johnstown                                                                                                                                                                        | 1                                                                        | 225       | 33,900   | Toledo          | 1          | 400     | 53,000    |
| Kalamazoo                                                                                                                                                                        | 1                                                                        | 300       | . 14,300 | Tulsa           | 1          | 250     | 34,300    |
| Kansas City                                                                                                                                                                      | 1                                                                        | 400       | 50,500   | Utica           | 1          | 150     | 22,100    |
| Lancaster                                                                                                                                                                        | 1                                                                        | 300       |          | Washington      | 4          | 575     | 161,000   |
| Lansing                                                                                                                                                                          | 1                                                                        | 200       | 19,000   | Wilmington      | 1          | 300     | 40,800    |
|                                                                                                                                                                                  |                                                                          |           |          | *Nashville (Se  | ept 30)    |         | 2,000     |
| TOTAL OPE                                                                                                                                                                        | TOTAL OPERATING STATIONS (Sept 1) - 106 TOTAL TV SETS - 7,529,700        |           |          |                 |            |         |           |
| TOTAL TV                                                                                                                                                                         | TOTAL TV MARKETS (Sept 1) - 62 Rates Apply to Most Stations in Each City |           |          |                 |            |         |           |
| Interconnected Stations (Oct 1) - 47 Network Rate Class A Hour - Approx \$20,000<br>Network Rate for All 62 Stations Class A Hour - Approx \$26,000 $\frac{1}{2}hr$ - Approx 60% |                                                                          |           |          |                 |            |         |           |

# EXTRA COPIES?

You'll want more than one copy of this Directory: Have it on hand when You want it! KEEP THIS FOR YOURSELF & ORDER ONE FOR EACH PERSON IN YOUR OFFICE: \$3 each - to Subscribers - \$5 ea - to non-Subscribers

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## PERSONNEL & AFFILIATIONS

(For Class A Hour Rates See Pg 10)

| KEV: A ABC                              | N NB                                            | C (#) Denotes Channel                                                         |
|-----------------------------------------|-------------------------------------------------|-------------------------------------------------------------------------------|
| C = CBS                                 | P = Pa                                          | C (#) Denotes Channel<br>ramount * Interconnected<br>twork Owned and Operated |
| D - DuMc                                | (0) - Ne                                        | twork Owned and Operated                                                      |
|                                         | s c/o City; Street Addesses                     |                                                                               |
| (11100 00001011                         | s of o or of the burget and been                | office Berry,                                                                 |
| ALBUQUERQUE, N.M. (4) KOB-TV            | BALTIMORE, MD. (2) WMAR-TV*                     | BLOOMINGTON, IND. (10) WTTV*                                                  |
| Gen Mgr - T.M. Pepperday                | Gen Mgr - E.K. Jett                             |                                                                               |
| Sta Mgr - George Johnson                | Comm Mgr Ernest A.Lang                          |                                                                               |
| Prog Dir - Dorothy Smith                | Prog Dir - Robt Cochrane                        | Prog Dir - Robt. Petranoff                                                    |
| Film Mgr - George Johnson               | Film Mgr - David Stickle                        |                                                                               |
| Operations L. Billmaier                 | Sta Rep - Katz                                  | Sta Rep - Robt Meeker                                                         |
| Network - A,C,N,D                       | Network - C                                     | Network - A,C,D,N                                                             |
|                                         | THAT THE ALL ALL ALL ALL ALL ALL ALL ALL ALL AL |                                                                               |
| AMES, ICWA (4) WOI-TV*                  |                                                 | BUFFALO, N.Y. (4) WBEN-TV*                                                    |
| Pres - Chas. E. Friley                  | Gen Mgr - Cecil Mastin                          |                                                                               |
| Gen Mgr - Richard Hull                  | Sls Mgr - Stapley Heslop                        |                                                                               |
| Prog Mgr - W.D. Donaldson               |                                                 |                                                                               |
| Film Mgr - Ed Wegener<br>Sta Rep - Weed | Film Mgr - L. L. Rogers<br>Sta Rep - Bolling    |                                                                               |
| 0 & 0 By Iowa State A&M                 | Network - A,C,D,N                               |                                                                               |
| o & o by Iowa State Acm                 | Network - AjtjDjN                               | Network - AjojDjN                                                             |
| ATLANTA, GA (5)WAGA-TV*                 | BIRMINGHAM, ALA (13) WAFM-TV*                   | CHICAGO,ILL (4) WBKB*                                                         |
| Sta Mgr - George Storer Jr              |                                                 |                                                                               |
| Sls Mgr - Jack Collins                  | Comm Mgr - C.P. Persons                         | Prog Dir - S.C. Quinlan                                                       |
| Prog Dir - Bill Terry                   |                                                 | Film Mgr - Carl Russell                                                       |
| Film Mgr - Bill Terry                   | Film Mgr - Lionel Baxter                        | Sta Rep - Weed                                                                |
| Sta Rep - Katz                          | Sta Rep - CBS Radio Sls                         | Network - C                                                                   |
| Network - C,D                           | Network - A,C                                   |                                                                               |
|                                         |                                                 | (7) WENR-TV*                                                                  |
| ( <u>8) WSB-TV*</u>                     | <u>(4)WBRC-TV</u> *                             | Gen Mgr - James Stirton                                                       |
| -                                       |                                                 | Comm Mgr - Roy McLaughlin                                                     |
| Comm Mgr - Frank Gaither                | Comm Mgr - D.D. Campbell                        | Prog Dir - Fred Kilian                                                        |
| Prog Dir - Marcus Bartlett              | Prog Dir - M.D. Smith                           | Film Mgr - John Berg                                                          |
| Film Mgr - Jean Hendrix                 | Film Mgr - G.P.Hamann                           | Sta Rep - ABC Spot Sales                                                      |
| Sta Rep - Edward Petry                  | Sta Rep - Blair TV                              | Network - ABC (0)                                                             |
| BALTIMORE, MD. (13) WAAM*               | Network - D,N                                   | (9) WGN-TV*                                                                   |
|                                         | BOSTON, MASS. (4) WBZ-TV*                       |                                                                               |
| -                                       | Gen Mgr - J.B. Conley                           | Comm Mgr - Wm. McGuineas                                                      |
| Prog Dir & Film - H. Cahan              | Sls Mgr - C.H. Masse                            | Prog Dir - Jay Faraghan                                                       |
| Sta Rep - Harrington,                   | Prog Mgr - W.Gordon Swan                        | Film Mgr - Elizabeth Bain                                                     |
| Righter & Parsons                       | Film Mgr - Carl Lawton                          | Stat Rep - WGN Sales                                                          |
| Network - A,D.                          | Sta Rep - NBC Spot Sales                        | Network - D                                                                   |
|                                         | Network - N                                     |                                                                               |
| (11) WBAL-TV *                          |                                                 | (5) WNBQ*                                                                     |
| Gen Mgr - Harold C. Burke               | (7) WNAC-TV*                                    | <b>U</b>                                                                      |
| Comm Mgr - D. L. Prevost                | Gen & Comm Mgr-L. Travers                       | Sales Mgr - John McPartlin                                                    |
| Prog Mgr - V. F. Campbell               | Prog Dir - Geo. Steffy                          | Prog Dir - Edwin Mills                                                        |
| Film Mgr - Mel Quinn                    | Film Mgr - James Pike                           | Film Mgr - Geo. Heineman                                                      |
| Sta Rep - Edward Petry                  | Sta Rep - Edward Petry                          |                                                                               |
| Network - NBC                           | Network - A,C,D                                 | Network - NBC (0)                                                             |
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# TV STATIONS ON THE AIR (Continued)

| CHARLOTTE,N.C. (3) WBTV*                                                                                                                                                | COLUMBUS,O. (10) WBNS-TV*                                                                                                                                    | DAVENPORT, IA. (5) WOO-TV*                                                                                                                                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Gen Mgr - C.Crutchfield                                                                                                                                                 | Gen Mgr - Richard Borel                                                                                                                                      | Gen Mgr - Ernie Sanders                                                                                                                                           |
| Sls Mgr - Keith Byerly                                                                                                                                                  | Comm Mgr - Robt Thomas                                                                                                                                       | Prog Dir - Charles Freburg                                                                                                                                        |
| Prog Dir & Film-L.Walker                                                                                                                                                | Film Mgr - Randy Larson                                                                                                                                      | Film Mgr - Ernie Sanders                                                                                                                                          |
| Sta Rep - CBS Radio Sls                                                                                                                                                 | Sta Rep - Blair TV                                                                                                                                           | Sta Rep - Free & Peters                                                                                                                                           |
| Network - A,C,D,N                                                                                                                                                       | Network - C                                                                                                                                                  | Network - N                                                                                                                                                       |
| CINCINNATI,O.(11) WKRC-TV*<br>Gen Mgr - Hulbert Taft<br>Comm Mgr - U.A. Latham<br>Prog Dir - R.Von Albrecht<br>Film Mgr - R. Ostrander<br>Sta Rep - Katz<br>Network - C | (3) WLW-C*<br>Gen Mgr - James Leonard<br>Sls Mgr - Geo.Henderson<br>Prog Dir - Tom Gleba<br>Film Mgr - Russ Landers<br>Sta Rep - WLW Sales<br>Network - N    | Gen&Comm Mgr - R.E. Jones<br>Prog Dir - Lanny Pike<br>Film Mgr - Bob Striker<br>Sta Rep - Katz<br>Network - C,D                                                   |
| (7) WCPO-TV*                                                                                                                                                            | (6) WTVN*                                                                                                                                                    | (4) WWJ-TV*                                                                                                                                                       |
| Gen Mgr - M.C. Watters                                                                                                                                                  | Gen Mgr - John Rossiter                                                                                                                                      | Gen Mgr - Harry Bannister                                                                                                                                         |
| Sls Mgr - John P. Smith                                                                                                                                                 | Comm Mgr - Herb Stewart                                                                                                                                      | Sls Mgr - W. Walbridge                                                                                                                                            |
| Prog Dir - Harry Le Brun                                                                                                                                                | Prog Dir & Films-C. Males                                                                                                                                    | Prog Mgr - Melvin Wissman                                                                                                                                         |
| Film Mgr - Ed Weston                                                                                                                                                    | Sta Rep - Headley-Reed                                                                                                                                       | Sta Rep - G.P. Hollingbery                                                                                                                                        |
| Sta Rep - Branham                                                                                                                                                       | Network - A,D                                                                                                                                                | Network - N                                                                                                                                                       |
| Network - A,D                                                                                                                                                           | DALLAS, TEXAS (8) WFAA-TV                                                                                                                                    | (7) WXYZ-TV*                                                                                                                                                      |
| (4) WLW-T*                                                                                                                                                              | Gen Mgr - M. Campbell                                                                                                                                        | Gen Mgr - James Riddell                                                                                                                                           |
| Gen Mgr - R.E. Dunville                                                                                                                                                 | Comm Mgr - R. Nimmor.s                                                                                                                                       | Comm Mgr - Harold Christian                                                                                                                                       |
| Sls Mgr - Wm. McCluskey                                                                                                                                                 | Prog Dir - Larry DuPont                                                                                                                                      | Prog Dir - John Pival                                                                                                                                             |
| Prog Dir - Lin Mason                                                                                                                                                    | Film Mgr - Doug Thompson                                                                                                                                     | Film Mgr - Ken Sims                                                                                                                                               |
| Film Mgr - Russ Landers                                                                                                                                                 | Sta Rep - Adam Young                                                                                                                                         | Sta Rep - ABC Spot Sales                                                                                                                                          |
| Sta Rep - WLW Sales                                                                                                                                                     | Network - D, P                                                                                                                                               | Network - ABC (0)                                                                                                                                                 |
| Network - N<br><u>CLEVELAND,0 (5) WEWS</u> *<br><u>Gen Mgr &amp; Sls-J.Hanrahan</u><br>Prog & Films Mgr -D. Herce<br>Sta Rep - Branham<br>Network - A,,C                |                                                                                                                                                              | ERIE, PA. (12) WICU*<br>Gen Mgr - Herbert Stewart<br>Prog Dir - Don Lick<br>Film Mgr - John Cook<br>Sta Rep - Headley-Reed<br>Network - A,C,D,N                   |
| (4) WNBK*                                                                                                                                                               | Network - C                                                                                                                                                  | FORT WORTH, TEX. (5) WBAP-TV                                                                                                                                      |
| Gen Mgr - J. McCormick                                                                                                                                                  | <u>DAYTON, OHIO (13)WHIO-TV*</u>                                                                                                                             | Gen Mgr - Geo. Cranston                                                                                                                                           |
| Comm Mgr - H. Gallagher                                                                                                                                                 | <u>Gen Mgr - Robt Moody</u>                                                                                                                                  | Comm Mgr - Roy Bacus                                                                                                                                              |
| Prog Mgr - P. Worcester                                                                                                                                                 | Comm Mgr - H. Young Jr                                                                                                                                       | Prog Dir - Bob Gould                                                                                                                                              |
| Film Mgr - Al O'Deal                                                                                                                                                    | Prog Dir - L. Spencer                                                                                                                                        | Film Mgr - Lynn Trammell                                                                                                                                          |
| Sta Rep - NBC Spot Sls                                                                                                                                                  | Film Mgr - C. Gillen                                                                                                                                         | Sta Rep - Free & Peters                                                                                                                                           |
| Network - NBC (0)                                                                                                                                                       | Sta Rep - Hollirgbery                                                                                                                                        | Network - A, N                                                                                                                                                    |
| (9) WXEL*<br>Gen Mgr - Herb. Mayer<br>Comm Mgr - F. Snyder<br>Prog Dir - Russell Speirs<br>Film Mgr - Ed Abbott Jr<br>Sta Rep - Katz                                    | Sta Rep - Hollingbery<br>Network - A,C,D<br>(5) WLW-D*<br>Gen Mgr - H. P. Lasker<br>Prog Dir - A. D. Faust<br>Film Mgr - Russ Landers<br>Sta Rep - WLW Sales | GRAND RAPIDS (7) WLAV-TV*<br>Gen & Comm Mgr-H.M.Steed<br>Prog & Film Mgr-H.Kaufman<br>Sta Rep - John Pearson<br>Network - A,C,N,D<br>GREENSBORO,N.C. (2) WFMY-TV* |
| Network - A,D<br>* Indicates Station is<br>Interconnected Netwo<br>(0) Network Owned & Open                                                                             | ork                                                                                                                                                          | Gen Mgr - Gaines Kelley<br>Comm Mgr - Robert Lambe<br>Prog Dir - Gomer Lesch<br>Film Dir - T. Austin<br>Sta Rep - Harrington, R&P<br>Network - A,C,D,N<br>(more)  |

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# TV STATIONS ON THE AIR (Continued)

| HOUSTON, TEXAS (2) KPRC-TV<br>Gen Mgr - Jack Harris<br>Prog Dir - Jack Edmunds<br>Film Mgr - M. B. Johnson<br>Sta Rep - Adam Young<br>Network - A,C,D,N<br>HUNTINGTON, W. W. (5) WSAZ-TV | I.OS ANGELES (7) KECA-TV<br>Gen Mgr - Frank Samuels<br>Comm Mgr - W.K. McDaniel<br>Prog Dir - C.E. Winckler<br>Film Mgr - George Boggs<br>Sta Rep - ABC Spot Sales<br>Network - ABC (0) | LOUISVILLE, KY (5) WAVE-TV*<br>Gen Mgr - Nathan Lord<br>Comm Mgr - Ralph Jackson<br>Dir of TV & Film J.Boyle<br>Prog Dir - Geo. Patterson<br>Sta Rep - Free & Peters<br>Network - A,C,D,N |
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| Gen Mgr - M. Rosene<br>Comm Mgr - L. H. Rogers<br>Prog Dir - J. H. Ferguson<br>Film Mgr - James Tweel<br>Sta Rep - Katz<br>Network - A,C,D,N                                             | (9) KFI-TV<br>Gen Mgr - Haan J. Tyler<br>Comm Mgr - K.B. Sweeney<br>Prog Mgr - Kenneth Higgins<br>Film Mgr - James H, Love<br>Sta Rep - Edward Petry                                    | (9) WHAS-TV*<br>Gen Mgr - Victor Sholis<br>Sls Dir - Neil Cline<br>Prog Dir - Harold Fair<br>Film Mgr - Ed Driscoll<br>Sta Rep - Edward Petry<br>Network - C                              |
| INDIANAPOLIS (6) WFBM-TV *<br>Gen Mgr - Harry Bitner<br>Comm Mgr - Wm. Kiley<br>Prog Dir - Frank Sharp<br>Film Mgr - Hugh Kibby<br>Sta Rep - Katz                                        | (13) KLAC-TV<br>Gen Mgr - Don J.Fedderson<br>Comm Mgr - David Lundy<br>Prog & Film - Fred Henry<br>Sta Rep - Katz                                                                       | MEMPHIS, TENN. (4) WMCT*<br>Gen Mgr - H.W. Slavick<br>Prog & Film - W. Mount<br>Sta Rep - Branham<br>Network - A,C,D,N                                                                    |
| Network - A,C,D,N<br>JACKSONVILLE (4) WMBR-TV*<br>Gen & Comm Mgr-G.Marshall<br>Prog & Film - P. Acosta<br>Sta Rep - Avery-Knodel<br>Network - A,C,D,N                                    | (4) KNBH<br>Gen Mgr - Thom.B.McFadden<br>Comm Mgr - D.A. Norman<br>Prog Dir - Robt. V. Brown<br>Film Mgr - Robt.Guggenheim<br>Sta Rep - NBC Spot Sales<br>Network - NBC (0)             | MIAMI,FLA. (4) WTVJ<br>Gen Mgr - Lee Ruwitch<br>Prog Mgr - Clyde Lucas<br>Film Mgr - Labe Mell<br>Sta Rep - Free & Peters<br>Network - A,C,D,N                                            |
| JOHNSTOWN, PA (13) WJAC-TV*<br>Gen Mgr - A.D. Schrott<br>Prog & Film - F. Cummins<br>Sta Rep - Headley-Reed<br>Network - A,C,D,N                                                         | (5) KTLA<br>Gen Mgr - K. Landsberg<br>Comm Mgr - H.Y. Maynard<br>Film Mgr - Leland Muller<br>Sta Rep - Paramount TV<br>Network - P (0)                                                  | MILWAUKEE (3) WTMJ-TV*<br>Gen Mgr - Walter Damm<br>Prog Mgr - Jas.Robertson<br>Film Mgr - Jas. Fitzgerald<br>Sta Rep - Harrington, R&P<br>Network - A,C,D,N                               |
| KANSAS CITY (4) WDAF-TV*<br>Gen Mgr - Dean Fitzer<br>Comm Mgr - Manne Russo<br>Prog & Film - Wm. Bates<br>Sta Rep - Harrington, R&P<br>Network - A, C, D, N                              | (2) KTSL<br>Gen Mgr - Chas. L. Glett<br>Comm Mgr - Robt. B. Hoag<br>Film Mgr - Don Hine<br>Sta Rep - Blair TV<br>Network - D                                                            | MINNEAP-ST.PAUL (5) KSTP-TV*<br>Gen Mgr - Stan Hubbard<br>Sls Mgr - M.C. Robertson<br>Prog Dir - Del Franklin<br>Film Mgr - Dick Kepler<br>Sta Rep - Edward Petry<br>Network - NBC        |
| LANCASTER, PA (4) WGAL-TV*<br>Gen Mgr - Harold Miller<br>Sls Mgr - Robert Gulick<br>Prog Dir - P.Rodenhausen<br>Film Mgr - J. Walsh<br>Sta Rep - Robert Meeker<br>Network - A,C,D,N      | Gen Mgr - H. M. Dunham<br>Sla Mgr - Frank King<br>Prog Dir - Robt. Purcell<br>Film Mgr - Tom Corradine<br>Sta Rep - CBS Radio Sales<br>Network - C                                      | (4) WTCN-TV <sup>4</sup><br>Gen Mgr - F.Van Konynenburg<br>Comm Mgr - R.N.Ekstrum<br>Prog Dir - Judy Bryson<br>Film Mgr - Harry Jones<br>Sta Rep - Free & Peters<br>Network - A,C,D       |
| LANSING,MICH. (6) WJIM-TV*<br>Gen Mgr - H.F. Gross<br>Sta Rep - Headley-Reed<br>Network - A,C,D,N                                                                                        | KALAMAZOO,MICH.(3)WKZO-TV*<br>Gen Mgr - John Fetzer<br>Sls Mgr - J.W.O'Harrow<br>Prog&Hlm - Edw E. McKean<br>Sta Rep Avery-Knodel<br>Network - A,C,D,N                                  | * Interconnected<br>(0) Owned & Operated<br>(#) Channel                                                                                                                                   |

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#### TV STATIONS ON THE AIR (Continued)

| NASHVILLE, TENN. (4) WSM-TV* | NEW HAVEN, CONN (6) WNHC-TV* | PHILADELPHIA (10)WCAU-TV-      |
|------------------------------|------------------------------|--------------------------------|
| Comm Mgr - Irving Waugh      | Gen Mgr - Jas. T. Milne      | Gen Mgr - Don. Thornburgh      |
| Sls Mgr - C.R. Bramham       | Comm Mgr - Vince Callanan    | Sls Mgr - Robt McGredy         |
| Prog Dir - Jack Stapp        | Prog Dir - Jean O'Brien      | Prog Mgr - John McClay         |
| Sta Rep - Edward Petry       | Film Mgr - Vince Callanan    | Film Mgr - Helen Buck          |
|                              | Sta Rep - Katz               | Sta Rep - CBS Radio Sales      |
| NEW YORK, N.Y. (5) WABD*     | Network - A,C,D,N            | Network - C                    |
| Gen Mgr - Chris Witting      |                              | NECHOIR = 0                    |
| Sls Mgr - Tom Gallery        | NEW ORLEANS, LA. (6) WSDU-TV | (3) WPTZ*                      |
| Prog Dir - Jas.Caddigan      | Gen Mgr - Robert Swezey      | Gen Mgr - Ernest Loveman       |
| Film Mgr - Andrew Jaeger     | Comm Mgr - Louis Read        | -                              |
| Sta Rep - DuM Spot Sales     | Prog Dir - Ray Rich          | Comm Mgr - A.Dannenbaum, Jr    |
| Network - DuMont (0)         | Film Mgr - Rose Wetzel       | Film Mgr - Ed Murray           |
|                              | Sta Rep - Blair TV           | Sta Rep - NBC Spot Sales       |
| (2) WCBS-TV*                 | -                            | Network - N                    |
| Gen Mgr - Richard Swift      | Network - A,C,D,N            |                                |
|                              |                              | (6) WFIL-TV*                   |
| Sls Mgr George Dunham        | NEWARK, N.J. (13) WATV       | Gen Mgr - Roger W. Clipp       |
| Prog Dir - Richard Doan      | Gen Mgr - I.R. Rosenhaus     | Sls Mgr - John Surrick         |
| Film Mgr - Grant Theis       | Sls Mgr - Edmund Lennon'     | Prog Dir - Herbert Horton      |
| Sta Rep - CBS Radio Sales    | Prog Dir - George Green      | Film Mgr - Walter Tillman      |
| Network - CBS (0)            | Film Mgr - Robert Paskow     | Sta Rep - Katz                 |
|                              | Sta Rep - Weed               | Network - A,D                  |
| <u>(7)</u> WJZ-TV *          |                              |                                |
| Gen Mgr - Clarence Doty      | NORFOLK, VA (4) WTAR-TV*     | PHOENIX, ARIZ. (5) KPHO        |
| Sls Mgr - Earl Salmon        | Gen Mgr - C. Arnoux          | Gen Mgr - E.R. Borroff         |
| Prog Dir - Alex.Stronach     | Comm Mgr - John W. New       | Comm Mgr - Gil Lee             |
| Film Mgr - Nat Fowler        | Prog Dir - Fred Lowe         | Film Mgr - Carl Webster        |
| Sta Rep - ABC Spot Sales     | Film Mgr - Winston Hope      | Sta Rep - Edward Petry         |
| Network - ABC (0)            | Sta Rep - Edward Petry       | Network - A,C,D,N              |
|                              | Network - A,C,D,N,           |                                |
| (4) WNBT*                    |                              | PITTSBURGH, PA. (3) WDTV+      |
| Gen Mgr - Ted Cott           | OKLAHOMA CITY (4) WKY-TV     | Gen & Comm Mgr-Don Stewart     |
| Sls Mgr - Don Norman         | Gen Mgr - P. A. Sugg         | Sls Mgr - Larry Israel         |
| Prog Dir - John Reber        | Comm Mgr - R.E. Chapman      | Prog Dir - Leslie Arries       |
| Film Mgr - Beulah Jarvis     | Prog Dir - Paul Brawner      | Film Mgr - Harry Munson        |
| Sta Rep - NBC Spot Sales     | Film Mgr - Keith Mathers     | Sta Rep - DuMont Spot Sls      |
| Network - NBC (0)            | Sta Rep - Katz               | Network - A,C,D,N              |
|                              | Network - A,D,C,N            |                                |
| (9) WOR-TV                   | neowork - nybyoyn            | PROVIDENCE, R.I. (11) WJAR-TV* |
| Prog Dir - J.F. Seebach Jr   | OMAHA, NEB. (3) KMTV         | Gen & Comm Mgr - J.Boyle       |
| Sls Dir - Robt C. Mayo       | Gen Mgr - Owen Saddler       | Prog Dir - Jas. Orchard        |
| Film - N. Livingston         | Comm Mgr - Howard Peterson   | Film Mgr - John Boyle          |
| -                            | -                            | Sta Rep - Weed                 |
| Sta Rep - WOR Sales          | Prog & Film - G. Harris      | Network - C,N,D                |
|                              | Sta Rep - Katz               | Network = 0,N,D                |
| (11) WPIX                    | Network - A,C,D              | DOCUESMED N V (6) WHAM MUX     |
| Gen Mgr - G.B. Larson        |                              | ROCHESTER, N.Y. (6) WHAM-TV*   |
| Sls Mgr - Walter Duncan      | (6) WOW-TV                   | Gen Mgr - William Fay          |
| Frog Mgr - Warren Wade       | Gen Mgr - John Gillin        | Comm Mgr - John Kennedy, Jr    |
| Film Mgr - Tony Azzato       | TV Mgr - Joseph Herold       | Prog Dir - Chas Siverson       |
| Sta Rep - Free & Peters      | Prog Dir - Lyle DeMoss       | Film Mgr - Dave Manning        |
|                              | Film Mgr - Patricia Flood    | Sta Rep - Hollingbery          |
| * Interconnected             | Sta Rep - Blair TV           | Network - A,C,D,N              |
|                              | Network - N                  |                                |
| (0) Owned & Operated         |                              |                                |
| CLASS A HOUR RATES - Pg 10   |                              |                                |
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RICHMOND, VA (6) WTVR\* SAN FRANCISCU (7) KGO TV TULSA, OKLA. (6) KOTV Gen Mgr - Wilbur Havens Gen Mgr - Gayle Grubb Gen Mgr - Maria Alvarez Comm Mgr - Walt.Bowry, Jr. Comm Mgr - V. Francis Comm Mgr - John Hill Prog Dir - Ronald Oxford Prog & Film - C.Rianhard Prog Dir - Bloyce Wright Sta Rep - Blair TV Film Mgr - Nancy McDuff Film Mgr - Don Thompson Network - N,C,D Sta Rep - ABC Spot Sls Sta Rep - Adam Young Network - ABC (0) Network - A,C,D,N ROCK ISLAND, ILL. (4) WHBF-TV \* Gen Mgr - L.C. Johnson UTICA, N.Y. (5) KPIX (13) WKTV Sls Mgr - Maurice Corken Gen Mgr - P.G. Lasky Gen Mgr - Michael Fusco Prog Dir - Forest Cooke Prog & Film - A. Healy Film Mgr - Michael Fusco Film Mgr - F.Cook Sta Rep - Katz Sta Rep - Cooke Sta Rep - Avery-Knodel Network - C,D Network - A,C,D,N SALT LAKE CITY (4) KDYL-TV WASHINGTON, D.C. (7) WMAL-TV-(4) KRON-TV - Chas. Theriot Gen Mgr - K.H. Berkeley Gen Mgr - S.S. Fox Gen Mgr Comm Mgr - Ben Baylor Jr TV Dir - Harold See Comm Mgr - George Provol Film Mgr - A. Constant Prog Dir - Dan Rainger Prog Dir - Charles Kelly Sta Rep - Free & Peters Film Mgr - J. Hoskinson Film Mgr - F.C. Eckhardt Sta Rep - ABC Spot Sales Sta Rep - Blair TV Network - N Network - A Network - N SEATTLE, WASH. (5) KING-TV Gen Mgr - Hugh Feltis (5) WTTG+ (5) KSL-TV Gen Mgr - Walter Compton Comm Mgr - Al Hunter Gen Mgr - C.Richard Evans Comm Mgr - Harold Sheffers Prog & Film - L.Schulman Sls Mgr - Frank McLatchy Prog Dir - Roger Coelos Sta Rep - Blair TV TV Dir - Lennox Murdoch Film Mgr - Jules Huber Network - A,C,D,N Prog & Film - W.Richards Sta Rep - Harrington R&P Sta Rep - CBS Radio Sales Network - DuMont (0) ST.LOUIS (5) KSD-TV Network - A,C,D Gen Mgr - Geo.Burbach (4) WNBW; Comm Mgr - Guy Yeldell SAN ANTCNIO (5) KEYL Gen Mgr - Wm. McAndrews Gen Mgr - W.B. Miller Prog Dir - Farold Grams Sls Mgr - Chas de Lozier Film Mgr - Keith Gunther Comm Mgr - Sherrill Edwards Prog Dir - Ralph Burgin Sta Rep - Free & Peters Prog & Film - Bill Robb Film Mgr - George Dorsey Network - A,C,D,N Sta Rep - Adam Young Sta Rep - NBC Spot Sales Network - D.P Network - NBC (0) SYRACUSE, N.Y. (8) WHEN\* Gen Mgr - Paul Adanti (4) WOAI-TV (9) WTOP-TV\*Comm Mgr - William Bell Gen Mgr - Hugh Halff Gen Mgr - Eugene Thomas Prog Dir - Edward Roden Comm Mgr - Jack Keasler Comm Mgr - Wm. Murdock Film Mgr - Lisle Conway Prog Dir - J.R. Duncan Prog & Film - James McMurray Sta Rep - Katz Film Mgr - H. Youngblood Sta Rep - CBS Radio Sales Network - A,C,D Sta Rep - Edward Petry Network -C(0)Network - A,C,N (5) WSYR-TV\* WILMINGTON, DEL. (7) WDEL-TV\* Gen Mgr - ERVadeboncoeur SAN DIEGO, CAL. (8) KFMB-TV Gen Mgr - J.Gorman Walsh Comm Mgr - William Alford Gen Mgr - Jack O. Gross Sls Mgr - J.Robert Gulick Prog & Film - W.Rothrum Comm Mgr - W.O. Edholm Prog & Film - J. Ashstead Sta Rep - Headley-Reed Prog & Film - Al Flanagan Sta Rep - Meeker Network - N Sta Rep - Branham Network - D,N Network - A,C,N TOLEDO, OHIO (13)WSPD-TV\* Gen Mgr - E.Y. Flanigan \* Interconnected WRGB\* SCHENECTADY, N.Y. (4) Prog Dir - Glenn Jackson (0) Owned & Operated Gen Mgr - R.S. Peare Film Mgr - E. Phillips Sls Mgr - E.P. Weil Sta Rep - Katz Prog & Film - A.G. Zink CLASS A HOUR RATES ON P. 10 Network - A,C,D,N Sta Rep - NBC Spot Sales TV DATA CHART Network - A,C,D,N

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| AMERICAN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               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#### WJZ-TV(Ch 7)

30 Rockefeller Pl. CI 7-5700 Offices: Studios: 7 West 66th St. TR 3-7000 Ritz Thr 219 West 48th St. CI 7-5700 Vanderbilt 148 West 48th St. Elysee Thr 202 West 58th St.

#### EXECUTIVES

Mark Woods Robert Kintner Paul Mowery Robert Saudek Thomas Velotta Leo Jahncke Burke Crotty Richard Rawls Slocum Chapin Earl Mullin

- Network President - Natl Dir of Prog Sales - VP Public Affairs - VP News & Specl Events - VP Station Relations - Executive Producer Charles Holden - TV Production Mgr - Station Relations - Eastern TV Sales Mgr - Publicity Director Arthur Donegan - Asst Mgr, TV Press WJZ-TV

- Vice Chiman Bd of Dir

| Clarence Doty | - | General Manager |
|---------------|---|-----------------|
| Earl Salmon   | - | Sales Manager   |

#### PRODUCTION HEADS

| Alex Stronach -   | Natl Dir, TV Prog  |
|-------------------|--------------------|
| Harold Morgan -   | Natl Dir, TV Oper  |
| Ward Byron -      | Production         |
| Anthony Hennig -  | Business Mgr       |
| Nat Fowler -      | Film Director      |
|                   | Mgr Film Services  |
| James McNaughton- | Art Director, Sets |
| Ted B. Sills -    | Production Sup'r   |

#### DIRECTORS

Charles Bishop Marshall Diskin Robert Doyle Court Steen Richard Depew

Fred Carr Babette Henry Edward Nugent Alex Segal

#### ASSOCIATE DIRECTORS

Leslie Gorall Herman Liveright Edward Nathanson Seymour Robbie Murdock Pemberton Walter Seldon Roger Shope

Jeffrey Hayden Priscilla Lombard Perry Smith Gertrude Tipper Charles Russhon Carl Shain

#### DUMONT TELEVISION NETWORK

#### WABD(Ch 5)

MU 8-2600 Offices: 515 Madison Ave Wannamaker's, Astor Pl. Studios: Adelphi Thr 150 West 54th St. Ambassador 215 West 49th St.

#### EXECUTIVES

Mortimer W. Loewi - Director of Network Chris J. Witting - General Manager - Director of Sales Tom Gallery James Caddigan - Dir of Prog & Prod - Dir Sports-SpeclEvent Les Arries - Mgr Station Relations Robert Jamieson - Dir Pub Relations Gerald Lyons - Dir Engineering Rodney D. Chipp Edward Carroll - Mgr TV Transcriptions Mel Goldberg - Network Research - Sales Prom, Adv Dir Jack C. Lewis - Network Traffic Mgr George Faust Andrew Jaeger - Film Dept Mgr Walter Compton - Mgr WTTG Wash'ton D( Donald Stewart - Mgr WDTV, P'burgh Pa

#### DIRECTORS

Frank Bunetta Pat Fay Don Rosenquest Richard Sandwick Edward Saulpaugh Jim Fitzgerald Wesley Kenny

William Marceau Paul Rosen Arnold Nocks Larry White Harry Coyle Barry Shear

#### WPIX(Ch 11)

Offices. Studios: 220 E 42 St. MU 2-1234

#### EXECUTIVES

| G. Bennett Larson  | - General Manager  |
|--------------------|--------------------|
| Walter Duncan      | - Sales Manager    |
| Thomas Howard      | - Chief Engr       |
| L.A. Hollingsworth | - Public Relations |
| Charles Sinclair   | - Publicity        |

#### PRODUCTION

John McClay Warren Wade Ardien Rodner Tony Azzato

- Dir of Operations - Program Manager - Production Mgr - Film Dept Head

#### DIRECTORS

Lou Florence Lou Ames Pete Molnar Ted Estabrook Bob McCahon Bud Gammon Jack Murphy

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#### COLUMBIA BROADCASTING SYSTEM,

#### WCBS-TV(Ch 2)

| Offices: 485 Madison Ave PL 5-2000                     | PRODUCERS                                 |  |
|--------------------------------------------------------|-------------------------------------------|--|
| Studios: 15 Vanderbilt Ave                             |                                           |  |
| Liederkrantz Hall, 111 E 54 St                         | Worthington Miner (Mgr CBS-TV Prog Devel) |  |
| Thtr #3 1697 Bway Thtr #58 841 9th Ave                 | Marlo Lewis William N Robson              |  |
| " #51 109 W 39 St " #59 256 W 57 St                    |                                           |  |
| " #52. 254 W 54 St " #60 1947 Bway                     | PRODUCER-DIRECTORS                        |  |
| " #57 109 St & 5th                                     |                                           |  |
| EXECUTIVES                                             | Judson Bailey Robert Bleyer               |  |
|                                                        | · · ·                                     |  |
|                                                        |                                           |  |
| William S. Paley - Chairman of Board                   | Alan Dinehart Hal Gerson                  |  |
| Frank Stanton - Network President                      | Walter Hart Franklin Heller               |  |
| William Gittinger - Asst to President                  | Don Hewitt Theodore Marvel                |  |
| Hubbell Robinson - VP Programs                         | Ralph Nelson Rai Purdy                    |  |
| J.L. VanVolkenburg- VP Sales                           | Den Levin Jerome Schnur                   |  |
| Frank Falknor - VP Prog Oper                           | Ted Post Curt Conway                      |  |
| Charles Underhill - Gen Mgr CBS-TV-NY                  | Peter Fry George Gould                    |  |
| Harry Ackerman - Exec Head Prod                        | Jay Gorney Lloyd Gross                    |  |
| David Sutton - Genl Sales Mgr                          | Benedict Magnes Herbert Hirschman         |  |
| Allan Parr - TV Program Mgr -                          | -Paul Nickell Byron Paul                  |  |
| Richard Redmond - Dir CBS-TV Genl Opr                  | John Peyser Ken Redford                   |  |
| Edmund Chester - News Director                         | David Rich Don Richardson                 |  |
| Red Barber - Sports Director                           | Fred Rickey Martin Ritt                   |  |
| George Crandall - Press Info Dir                       | Frank Satenstein Robert Stevens           |  |
|                                                        | Herbert Sussan Leonard Valenta            |  |
|                                                        | John Wray C. de Bruyn Schimmel            |  |
| PRODUCTION                                             | Lela Swift Alexis Thurn-Taxis             |  |
| TIODOOTION                                             | Tera Pari C ATOXIS Indin-Idvis            |  |
| Harry G. Ommerle - Dir CBS-TV Programs                 | ASSOCIATE DIRECTORS                       |  |
| Jerome Danzig - Assoc Dir TV Prog                      | ROOOTHE DIMOTOR                           |  |
| Henry White - Bus Mgr Net Prog                         | Ib Melchior Sidney Lumet                  |  |
| <ul> <li>Herbert Sanford - Asst TV Prog Dir</li> </ul> |                                           |  |
| · · · · · · · · · · · · · · · · · · ·                  | Richard Saunders Robert Mulligan          |  |
| Jerome Horwin - Story Dept Mgr                         | Steve Schuer Saunders Thomas              |  |
| Hal Meier - Prog Co-ordinator                          | Jay Martin Jack Lubell                    |  |
| Robert Bendick - Specl Events Dir                      | Frank Musiello Andrew McCullough          |  |
| Paul Wittlig - Mgr Tech Oper                           | Jud Whiting Paul Alter                    |  |
| Jackson Green - Sup'r Scenic Design                    | John Baird Johnny Desmond                 |  |
| John DeMott - Special Effects                          | Charles Fremd Roy Fowler                  |  |
| Richard Rychtarik - Scenic Designer                    | Joseph Gratz Matt Harlib                  |  |
| D. J. The Carther Discosters                           | No. 7 Oberles Montimore                   |  |

Nelson Gross

Allen Reisner

Richard Swift

George Dunham Richard Doan

Fobert Patt

M.H. Le Blang

Bill Allyn Ned Cramer

Frank Harms

Rick Leighton

Jack Lescoulie

- Robert Fryer H. Grant Theis John Hundley
- Casting Director - Mgr Film Service
- Prog Service Mgr

#### SALES DEPARTMENT

| Kingsley Horton | - Asst Gen Sales Mgr |
|-----------------|----------------------|
| Arthur Duram    | - TV Market Research |
| G.J. Arkedis    | - Western Sales Mgr  |

#### CASTING

| Robert Fryer | - Casting Dir  |  |  |
|--------------|----------------|--|--|
| Archer King  | - Asst Casting |  |  |
| Michael Mead | - Asst Casting |  |  |

Matt Harlib Charles Mortimer Al Feldman

#### WCBS-TV

- General Mgr
- Sales Manager
- Program Mgr
- Sales Prom, Adv Dir
- Asst Sales Prom Dir
- Asst TV Prog Dir
- Producer-Director
- Producer-Director
- Producer-Director
- Producer-Director

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#### NATIONAL BROADCASTING COMPANY

#### WNBT(Ch 4)

|                                         | eller Pl. CI 7-8300                      | PRODUCERS          |                       |
|-----------------------------------------|------------------------------------------|--------------------|-----------------------|
| Studios: 30 Rockef<br>105-55 10         | eller Pl.<br>6th St.                     | Richard Berger     | William Garden        |
|                                         | Sixth Ave.                               | Geogre McGarrett   | Danny Dare            |
| International 5 Col                     |                                          | Norman Felton      | Roger Muir            |
|                                         | est 44th St.                             | Herbert Swope, Jr. | Hudson Faussett       |
| EXECUTIVES                              |                                          | DIRECTORS          |                       |
| Niles Trammell                          | - Chairman of Board                      | Charles Polacheck  | Peter Adler           |
| Joseph McConnell                        | - President                              | Craig Allen        | William Corrigan      |
| Charles R. Denny                        | - Exec VP                                | Gordon Duff        | Clark Jones           |
| O.B. Hanson                             | - VP, Chief Engr                         | Hal Keith          | Lewis Brown           |
| R.E. Shelby                             | - Dir TV Tech Oper                       | Richard Clemmer    | John Mills            |
| Carleton D. Smith                       | - Dir TV Operations                      | Grey Lockwood      | Delbert Mann          |
| Fred Shawn                              | - Dir Prod Services                      | Albert McCleary    | Kingman T. Moore      |
| Robert Wade                             | - Mgr Staging Serv                       | Alan Neuman        | Robert Rippen         |
| Sheldon Hickox                          | - Dir TV Station Rel                     | Douglas Rodgers    | Lawrence Schwab       |
| George H. Frey                          | - Dir TV Net Sales                       | Garry Simpson      | John Dillon           |
| ~ Robert H. Sarnoff                     | - Mgr TV Prog Sales                      | Vincent Donehue    | Jacques Hein          |
| Edward Hitz                             | - TV Eastern Sales                       | Edgar Kahn         | Charles Marvin        |
| M. Elwell                               | - Art Director                           | Paul Monroe        | Richard Schneider     |
| Sidney Eiges                            | - VP Charge of Press                     |                    |                       |
| Josef Dine                              | - Dir Press                              | ASST DIRECTORS     |                       |
| Allan Kalmus                            | - TV Manager                             |                    |                       |
| Edward L. Munson                        | - Dir Film Dept                          | Don Hillman        | Norman Morgan         |
| James Nelson                            | - TV Prom, Adv Mgr                       | W                  | NBT                   |
| Robert McFadyen                         | - Mgr TV Sales Plan                      | <u>-</u>           |                       |
| DDODU                                   | COT ON                                   | Ted Cott           | - Mgr WNBT (&WBNC-FM, |
| PRODU                                   | CTION                                    | Berry Long         | - Dir of Sales        |
| S.L. Weaver                             | - TV VP                                  | Ivan Reiner        | - Program Mgr         |
|                                         | - Exec Producer                          | Jay Heiten         | - News, Specl Events  |
| Robert Montgomery<br>Frederic Wile, Jr. | - Dir TV. Prodn                          | Leonard Safir      | - Adv, Prom Mgr       |
| Carl Stanton                            |                                          | Schuyler Chapin    | - Dir Press, News     |
| Ernest Walling                          | - Tlnt, Prog Procurt<br>- TV Program Mgr | John Reber         | - Sales Manager       |
| Francis McCall                          | - News, Specl Events                     | WNBT DIRECTORS     |                       |
| Adolph J. Schneider                     | - Mgr Operations                         |                    |                       |
| Fred Coe                                | - New Prog Develop                       | Howard Davis       | Alfred Scott          |
| Leonard Hole                            | - TV Production                          | John Chapin        | William Harbach       |
| Merritt Barnum                          | - TV Commc'l, Plan                       | Dwight Hemion      |                       |
| Leroy Passman                           | - Asst Prod Mgr                          |                    |                       |
|                                         |                                          |                    |                       |

WOR-TV(Ch 9)

Offices: 1440 Broadway LO 4-8000 Studios: 20 West 67th St. New Amsterdam Roof Thr 214 West 42nd St.

#### EXECUTIVES

| Theodore Streibert | - President         |  |  |
|--------------------|---------------------|--|--|
| J.R. Poppele       | - VP, Engineering   |  |  |
| Julius Seebach, Jr | - VP, Chg of Prog   |  |  |
| R.C. Maddux        | - VP, Sales         |  |  |
| Robert Mayo        | - Sales Mgr WOR-TV  |  |  |
| Norman Livingston  | - Dir, Comm'l Prog  |  |  |
| Joseph Creamer     | - Adv & Promotion   |  |  |
| Robert Hoffman     | - Research Director |  |  |
| Robert Blake       | - Publicity Dir     |  |  |
| Barbara Frost      | - Publicity         |  |  |

#### PROGRAMMING

Donald Hamilton Robert Simon William Riddle Sylvan Levin Irving Pasternack R.J. O'Connor Roy Meredith Newland Smith Roger Bower Mende Brown

NUCHAMINIT

- Mgr, Prog Oper
  Mgr, Continuity
  Film Dept Head
  Music Director
  Art Director
  Sports Dir
  Sports Prod Mgr
  TV Fax Engr
  Director
- Director
- DILOCIOI

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ADVERTISING AGENCIES -- PERSONNEL...TV CLIENTS...NETWORK PROGRAMS \*\*

(Addresses In Front Directory -- See Program Index For Times & Stations)

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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| AGENCY & PERSONNEL                                                                                                                                                                                                                                                                                                                                                                                           | SPONSOR                                                                                                                                                                             | PROGRAM                                                                                                                                                                                                            |  |
| ANDERSON, DAVIS & PLATTE                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                     |                                                                                                                                                                                                                    |  |
| Victor Seydel - Dir of TV<br>Michael James - Asst Dir                                                                                                                                                                                                                                                                                                                                                        | C.H. Masland Rugs                                                                                                                                                                   | At Home Show                                                                                                                                                                                                       |  |
| N. W. AYER                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                     |                                                                                                                                                                                                                    |  |
| -James Hanna - VP, Radio & TV<br>Thomas McDermott - Time, AM, TV Mgr<br>Edgar Sisson - AM, TV Production<br>David Gudebrod - Motion Pictures<br>Don McClure - Superv TV Production                                                                                                                                                                                                                           | Atlantic Refining<br>Sealtest<br>Gordon Baking Co.                                                                                                                                  | Ivy League Football<br>Kukla, Fran & Ollie<br>Hopalong Cassidy                                                                                                                                                     |  |
| TED BATES                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                     |                                                                                                                                                                                                                    |  |
| - Thomas Harrington - Dir AM & TV<br>Jay Clark - Producer<br>Allan Dingwall - Producer<br>Vincent Rowe - Dir TV Talent Dept<br>Michael Levin - Commercials Dir                                                                                                                                                                                                                                               | Colgate TP,Palmolve<br>Colgate Toothpaste<br>Minute Maid                                                                                                                            | Colgate Comedy Hour<br>Howdy Doody<br>Kate Smith                                                                                                                                                                   |  |
| <u>B.B.D.&amp;O.</u>                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                     |                                                                                                                                                                                                                    |  |
| C.H. Brower - Exec VP Creative Srvs<br>Arthur Pryor, Jr - VP, Radio & TV<br>Herb West - Head of TV Dept<br>James Bealle - New Programs<br>Jack Denove - TV Production<br>Hugh Rogers - TV Exec Producer<br>John Thomas - TV Account Service<br>Tom Wright - TV Film<br>Robert Foreman - TV Commercials<br>Frank Silvernail - Time Buyer<br>Theodora Anderson - TV Research<br>William Maloney - TV Publicity | American Tobacco<br>American Tobacco<br>American Tobacco<br>American Tobacco<br>Armstrong Cork<br>De Soto Dealers<br>General Mills<br>B.F. Goodrich<br>Minnesota Mining<br>Wildroot | Lucky Strike Theater<br>This Is Show Biz<br>Hit Parade (summer)<br>Roller Derby<br>Armstrong Circle Thr<br>You Bet Your Life<br>Betty Crocker Show<br>Celebrity Time<br>NBC's Sat.Night Rev<br>NBC's Sat Night Rev |  |
| BENTON & BOWLES                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                     |                                                                                                                                                                                                                    |  |
| Walter Craig - VP, Radio & TV<br>- Herb Leder - Dir of TV<br>- William Vallee - TV Tech Dir<br>- Hoyt Allen - Director<br>- Oliver Barbour - Director<br>- Charles Fisher - Director<br>- Murray Bolen - Dir Live TV                                                                                                                                                                                         | Maxwell House<br>Crosley<br>P & G's Tide<br>Best Foods<br>Arnold Bakers<br>Post Cereals<br>Best Foods<br>Arnold Bakers                                                              | Mama<br>Show of Shows<br>Musical Comedy Time<br>Penthouse Party<br>Robert Q. Lewis<br>Hopalong Cassidy<br>Josephine McCarthy<br>Life Begins at 80                                                                  |  |
| BERMINGHAM, CASTLEMAN & PIERCE                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                     |                                                                                                                                                                                                                    |  |
| John McNeil - Director of TV<br>John Finlay - Asst Dir TV                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                     | Lccal Shows Only                                                                                                                                                                                                   |  |
| BIOW                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                     |                                                                                                                                                                                                                    |  |
| <ul> <li>Tcm Fevere - Dir Fadio &amp; TV</li> <li>Arthur Napoleon - Producer</li> <li>Frank Higgins - Program Supervisor</li> <li>Lucille Webster - Talent</li> <li>John E. Kucera - AM, TV Time Buyer</li> </ul>                                                                                                                                                                                            | Philip Morris<br>Philip Morris<br>Pepsi-Cola                                                                                                                                        | Truth Or Consequenc<br>Horace Heidt<br>Faye Emerson Show<br>** <u>As of October</u>                                                                                                                                |  |
| - Page 19 -                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                     |                                                                                                                                                                                                                    |  |

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ADVERTISING AGENCIES -- PERSONNEL...TV CLIENTS...NETWORK PROGRAMS \*\* (Addresses In Front Directory -- See Program Index For Times & Stations)

| AGENCY & PERSONNEL                                                                                                                                                                                                     | SPONSOR                                                  | PROGRAM                                                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------------------------------|
| BLAINE-THOMPSON                                                                                                                                                                                                        |                                                          |                                                                 |
| Albert Lesser - Exec VP of TV<br>Hugh Benson - Talent                                                                                                                                                                  |                                                          | Local Shows Cnly                                                |
| BOBLEY                                                                                                                                                                                                                 |                                                          |                                                                 |
| Edward Bobley - Dir of TV                                                                                                                                                                                              |                                                          | Local Shows Only                                                |
| BRISACHER, WHEELER & STAFF                                                                                                                                                                                             |                                                          |                                                                 |
| Arthur Wise - TV Production<br>Darrell McCain - TV Time Buyer                                                                                                                                                          |                                                          | Local Shows Cnly                                                |
| BRANDFORD                                                                                                                                                                                                              |                                                          |                                                                 |
| Frances Pinkett - TV Dir                                                                                                                                                                                               |                                                          | Local Shows Cnly                                                |
| BROOKE, SMITH, FRENCH & DORRANCE                                                                                                                                                                                       |                                                          |                                                                 |
| <ul> <li>Thayer Ridgway - Exec VP TV</li> <li>Harry Pengel - VP, Media Dir</li> </ul>                                                                                                                                  | Ironrite Corp<br>Hudson Motors<br>Regent Cigarettes      | H'wood Screen Test<br>Billy Rose<br>Leave To The Girls          |
| FRANKLIN BRUCK                                                                                                                                                                                                         |                                                          |                                                                 |
| <ul> <li>M.J. Kleinfeld - TV Dir</li> <li>Stan Lee - Dir TV Productions</li> </ul>                                                                                                                                     | Food Stores Corp<br>W.H. Johnson Candy                   | Star Time<br>Captain Video                                      |
| BUCHANAN<br>William Smith - TV Dir                                                                                                                                                                                     | Lionel Trains                                            | Joe DiMaggio                                                    |
| LEO BURNETT                                                                                                                                                                                                            |                                                          |                                                                 |
| <ul> <li>William McIlvain - East B'cast Mgr</li> <li>Frank W. Dodge - Dir TV Production</li> </ul>                                                                                                                     | Buster Brown Shoes<br>Minnesota Canning                  | Smilin'Ed McConnell<br>Art Linkletter Show                      |
| CALKINS & HOLDEN, MCCLINTON, CARLOCK, & S                                                                                                                                                                              | MITH                                                     |                                                                 |
| <ul> <li>Harold McClinton - Dir AM, TV</li> <li>Lindsay MacHarrie - AM, TV Prod'n</li> <li>Thomas Young - Media Dir</li> </ul>                                                                                         | Van Camp<br>Prudential                                   | Little Show-J.Conte<br>Prudential Family Th                     |
| CAMPBELL-EWALD                                                                                                                                                                                                         |                                                          |                                                                 |
| <ul> <li>Winslow Case - VP, Radio &amp; TV</li> <li>Leo Langlois - Dir TV Production</li> <li>Tom Hanlon - Dir TV Remotes</li> <li>Robert Crooker Jr - TV Time Buyer</li> <li>Alice Polver - Program Superv</li> </ul> | Chevrolet Dealers<br>Chevrolet Motors<br>DuMont Telesets | Famous Jury Trials<br>Notre Dame Football<br>Madison Sq. Garden |
| <ul> <li>William Ballinger - Program Superv</li> <li>John Coleman - Program Superv</li> <li>Don Tompkins - TV Commercials</li> </ul>                                                                                   |                                                          | ** NETWORK SHOWS<br>ONLY                                        |
|                                                                                                                                                                                                                        |                                                          | AS OF OCTOBER '50                                               |
| <u>CECIL &amp; PRESBREY</u><br>William C. Patterson - Actg Dir TV                                                                                                                                                      | Electric Auto-Lite                                       | Suspense                                                        |
| -Joseph Lamneck - Production Chief                                                                                                                                                                                     | Block Drug                                               | Danger                                                          |
| Phil Thompson - Copy Chief<br>Harry Parnas - Media Dir                                                                                                                                                                 | Nestle Candy<br>Nescafe                                  | Mr. I.Magination<br>Take A Chance                               |
| - Franklin Brill - Publicity                                                                                                                                                                                           | Sylvania Electric                                        | Beat The Clock                                                  |
| VPs - TJ Maloney, David G. Lyon                                                                                                                                                                                        | Bymart (Tintair)<br>Bond Street Tobacco                  | Teller of Tales<br>Sports Parade                                |
| - Page                                                                                                                                                                                                                 | e 20 -                                                   |                                                                 |

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ADVERTISING AGENCIES -- PERSONNEL...TV CLIENTS...NETWORK PROGRAMS \*\* (Addresses In Front Directory -- See Program Index For Times & Stations)

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| AGENCY & PERSONNEL                                                                                                                                                               | SPONSOR                                                                                | PROGRAM                                                                   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| CAYTON                                                                                                                                                                           |                                                                                        |                                                                           |
| Allan Black - TV Dir<br>Margaret Eaton - Asst TV Dir                                                                                                                             | Chesebrough                                                                            | Greatest Fights                                                           |
| ARNOLD COHAN                                                                                                                                                                     |                                                                                        |                                                                           |
| Arnold Cohan - TV Dir<br>Muriel Opell - Asst TV Dir                                                                                                                              |                                                                                        | Cnly Local Shows                                                          |
| COMPTON                                                                                                                                                                          |                                                                                        |                                                                           |
| <ul> <li>Lewis Titterton - VP, Radio &amp; TV</li> <li>Brewster Morgan - Mgr TV Programs</li> <li>Lloyd Durant - Mgr TV Commercials</li> <li>Ted Bell - News Programs</li> </ul> | Procter & Gamble                                                                       | Fireside Theater                                                          |
| CUNNINGHAM & WALSH                                                                                                                                                               |                                                                                        |                                                                           |
| William Reydel - VP<br>~ R.R. Newell - VP<br>-John Sheehen - Dir TV & Radio                                                                                                      | Chesterfield<br>Chesterfield                                                           | Godfrey & Friends<br>Perry Como Show                                      |
| Randy Dunnell - Dir TV & Radio<br>Kenneth Vincent - TV Art Dir<br>- Lee Cooley - Producer                                                                                        |                                                                                        |                                                                           |
| DANCER-FITZGERALD-SAMPLE                                                                                                                                                         |                                                                                        |                                                                           |
| -Adrian Samish - VP, Radio & TV<br>- Storrs Haynes - Asst Dir AM & TV<br>Chet Kulesza - Dir Commercials<br>- Erline Wallace - Casting Dir                                        | General Mills<br>General Mills<br>P & G Dreft,Cxydol<br>Sterling Drug<br>Sterling Drug | Life With Erwins<br>Lone Ranger<br>Beulah<br>OKay Mother<br>Sing It Again |
| D'ARCY                                                                                                                                                                           |                                                                                        |                                                                           |
| - Paul Louis - Dir Radio & TV<br>- Marek Windheim - Asst Dir AM & TV                                                                                                             | Budweiser                                                                              | Ken Murray                                                                |
| DOHERTY, CLIFFORD & SHENFIELD                                                                                                                                                    |                                                                                        |                                                                           |
| Chester MacCracken - VP, AM & TV<br>Rodney Albright - TV Production<br>Helen Wilbur - AM, TV Buyer                                                                               | Bristol-Myers<br>Bristol-Myers                                                         | Break The Bank<br>Lucky Pup                                               |
| DONAHUE & COE                                                                                                                                                                    |                                                                                        |                                                                           |
| A. Carl Rigrod - Dir AM, TV & Films<br>Evelyn Jones - AM, TV Time Buyer                                                                                                          |                                                                                        | Local Shows Only                                                          |
| DORLAND                                                                                                                                                                          |                                                                                        |                                                                           |
| -Howard Barnes - Dir Radio & TV                                                                                                                                                  | Arthur Murray                                                                          | Party Time                                                                |
| <u>DUANE JONES</u><br>Gerry Martin - TV Dir                                                                                                                                      | Sweetheart Soap                                                                        | One Man's Family                                                          |
| ROY S. DURSTINE                                                                                                                                                                  |                                                                                        |                                                                           |
| Hubert Wilke - Dir Radio & TV<br>Bergi Boe - Mgr AM, TV Depts                                                                                                                    | ge 21 -                                                                                | Local Shows Only                                                          |
| - ra                                                                                                                                                                             | 20 67 4                                                                                |                                                                           |

|                                                            | NAME ADDRESS OF TAXABLE                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
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| 100/071                                                    | E.C.                                       | CONTRACT ( TOTAL)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| - PATRATE & LANSING                                        |                                            | AFSA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
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| tormal approxim                                            |                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
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| tion and denot<br>data in the<br>second denote Color       | 1.<br>1                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| HALF BRANT                                                 | •<br>• • • • • • • • • • • • • • • • • • • |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
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| lin george gehalde                                         |                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

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| AGENCY & PERSONNEL                                                                                                                                                                                                                                               | SPONSOR                                                   | PROGRAM                                                                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|-------------------------------------------------------------------------|
| ELLINGTON                                                                                                                                                                                                                                                        |                                                           |                                                                         |
| Hal James - Dir Radio & TV                                                                                                                                                                                                                                       |                                                           | Local Shows Only                                                        |
| ERWIN, WASEY                                                                                                                                                                                                                                                     |                                                           |                                                                         |
| C.H. Cottington - VP, Radio & TV<br>Richard Eastland - Dir of TV<br>Raymond Simms - Time Buyer                                                                                                                                                                   | Harvester Cigars<br>Carnation Milk                        | The Plainclothesman<br>Burns & Allen                                    |
| WILLIAM ESTY                                                                                                                                                                                                                                                     |                                                           |                                                                         |
| -Kendall Foster - VP, Dir of TV<br>Samuel Northcross - Dept Mgr<br>W.G. Martin - Net & Sta Relations<br>Stanley Lomas - Production Chief<br>Catherine Zanthos - Asst Prod'n<br>William Stuart - Script Ed<br>Max Wylie - Script Ed<br>Charles Russell - Producer | Camels<br>Camels<br>Camels<br>M & M Candy                 | Vaughn Monroe Show<br>Man Against Crime<br>News Caravan<br>Super Circus |
| Charles Campbell - Casting Dir<br>Don Severn - Budget Control<br>Melville Burke - Director<br>Don Appell - Director                                                                                                                                              |                                                           | ** NETWORK SHOWS<br>ONLY<br>AS OF OCTOBER                               |
| FEDERAL                                                                                                                                                                                                                                                          |                                                           |                                                                         |
| Francis Barton, Jr - VP, AM & TV<br>Eleanor Larsen - Asst AM & TV Dir<br>Penelope Simmons - AM, TV Time Buyer                                                                                                                                                    |                                                           | Local Shows Only                                                        |
| FOOTE, CONE & BELDING                                                                                                                                                                                                                                            |                                                           |                                                                         |
| -Roger Pryor - Dir of TV<br>George Wolf - Asst TV Dir<br>Lillian Selb - AM, TV Time Buyer                                                                                                                                                                        | Emerson Radio<br>Armour & Co<br>Frigidaire<br>Int'l Latex | The Clock<br>Stars Over H'wood<br>Comedy Hour<br>Look Your Best         |
| GARDNER                                                                                                                                                                                                                                                          |                                                           |                                                                         |
| Roland Martini - VP, Radio & TV                                                                                                                                                                                                                                  |                                                           | Local Shows Only                                                        |
| CETSCHAL & RICHARD<br>Budd Getschal - Dir of TV<br>Richard Ash - Asst TV Dir                                                                                                                                                                                     |                                                           | Local Shows Only                                                        |
| GEYER, NEWELL & GANGER                                                                                                                                                                                                                                           |                                                           |                                                                         |
| Frederick Long - Dir Radio & TV<br>George Zachary - Asst Dir AM & TV<br>Bob Simpson - Exec Producer<br>Tom Hicks - Exec Producer                                                                                                                                 | Nash<br>Kelvinator                                        | Nash Airflyte Thtr<br>Star Of The Family                                |
| GIBRALTAR                                                                                                                                                                                                                                                        |                                                           |                                                                         |
| Charles Basch - Dir of TV<br>Frances Scott - Producer                                                                                                                                                                                                            | Bonafide Mills                                            | Versatile Varieties                                                     |
| GRANT                                                                                                                                                                                                                                                            |                                                           |                                                                         |
| Samuel Gallu - Dir of TV                                                                                                                                                                                                                                         | Mars Candy<br>Ovaltine                                    | Howdy Doody<br>Howdy Doody                                              |
| - F                                                                                                                                                                                                                                                              | age 22 -                                                  |                                                                         |

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| AGENCY & PERSONNEL                                                                                                                                                                                                                                                             | SPONSOR                                                          | PROGRAM                                                                             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|                                                                                                                                                                                                                                                                                | <u>BIONBOR</u>                                                   | TRUGRAM                                                                             |
| <u>FREY</u><br>- John Wyatt - Dir AM, TV & Film<br>- Barbara Jones - AM, TV & Film Sup                                                                                                                                                                                         | Ronson<br>Bond Clothes                                           | Twenty Questions<br>Hands of Mystery                                                |
| JUNN-MEARS                                                                                                                                                                                                                                                                     |                                                                  |                                                                                     |
| Mel Mohr - Dir Radio & TV                                                                                                                                                                                                                                                      |                                                                  | Local Shows Only                                                                    |
| HEWITT, OGILVIE, BENSON & MATHER                                                                                                                                                                                                                                               |                                                                  |                                                                                     |
| Louis Ergmann - Dir of TV                                                                                                                                                                                                                                                      | Sun Oil Co<br>Sun Oil Co                                         | Pro Football<br>Pro Football Highlt                                                 |
| HICKS & GREIST                                                                                                                                                                                                                                                                 | Sun OII CO                                                       | Pro Football Highlt.                                                                |
| Peter Krug - Dir of TV                                                                                                                                                                                                                                                         |                                                                  | Local Shows Cnly                                                                    |
| IUBER HOGE                                                                                                                                                                                                                                                                     |                                                                  |                                                                                     |
| William Riley - Dir TV & Radio<br>Dave Davidow - Asst Dir TV                                                                                                                                                                                                                   |                                                                  | Local Shows Only                                                                    |
| W.P. Smith - Dir Radio & TV                                                                                                                                                                                                                                                    |                                                                  | Local Shows Cnly                                                                    |
| IUTCHINS                                                                                                                                                                                                                                                                       |                                                                  |                                                                                     |
| -H. Pierson Mapes - VP, AM & TV<br>-James Burton - Asst Dir TV<br>- Ira Skutch - Producer                                                                                                                                                                                      | Philco<br>Philco                                                 | Philco Playhouse<br>Don McNeill TV Club                                             |
| XASTOR, FARRELL, CHESLEY & CLIFFORD<br>Jack Peter - VP, Media Dir<br>Jules Bundgus - Dir AM & TV<br>John Cleary - Producer                                                                                                                                                     | Blatz Beer                                                       | The Roller Derby                                                                    |
| KENYON & ECKHARDT                                                                                                                                                                                                                                                              |                                                                  |                                                                                     |
| -William Chalmers - VP, Radio & TV<br>-Sylvan Taplinger - Talent, AM, TV<br>-Garth Montgomery - Dir of TV<br>Allen Ducovny - TV Production<br>-Ray Wagner - TV Production<br>Leonard Carlton - Dir of AM<br>Donald Maggini - Mgr, Film Dept<br>Thos. K. Carpenter - Comm'l Mgr | Ford Motors<br>Lincoln-Mercury<br>Kellogg<br>Kellogg<br>Magnavox | Ford Theater<br>Toast of the Town<br>Space Cadet<br>Howdy Doody<br>Magnavox Theater |
| Philip C.Kennedy - AM, TV Time Buy<br>Edward Scovill - AM, TV Bus Mgr                                                                                                                                                                                                          |                                                                  | ** NETWORK SHOWS<br>ONLY<br>AS OF OCTOBED                                           |
| KLORES & CARTER                                                                                                                                                                                                                                                                |                                                                  |                                                                                     |
| Harry Carter - Pres, Dir of TV<br>Bernard Glascow - TV Art Dir                                                                                                                                                                                                                 |                                                                  |                                                                                     |
| S. C. Klores - TV Acc't Exec<br>S. B. Harris - TV Acc't Exec                                                                                                                                                                                                                   |                                                                  | Local Shows Cnly                                                                    |
| C. J. LA ROCHE                                                                                                                                                                                                                                                                 |                                                                  |                                                                                     |
| J. L. Washburn - Dir of TV                                                                                                                                                                                                                                                     |                                                                  | Local Shows Only                                                                    |

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ADVERTISING AGENCIES -- PERSONNEL...TV CLIENTS...NETWORK PROGRAMS \*\* (Addresses In Front Directory -- See Program Index For Times & Stations)

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| AGENCY & PERSONNEL                                                                                                                                                                                          | SPONSOR                                                                                                 | PROGRAM                                                                                                             |
| KUDNER                                                                                                                                                                                                      |                                                                                                         |                                                                                                                     |
| Myron P. Kirk - VP, AM & TV<br>-Frank Harting - Ass't to Mr. Kirk<br>Albert Reibling - Bus Mgr<br>John Marsich - Time Buyer<br>- Edmund Cashman - Producer<br>William Templeton - Producer                  | Admiral Corp<br>Texas Co<br>Admiral Corp<br>U.S.Tobacco                                                 | Lights Out<br>Texaco Star Theater<br>Stop the Music<br>Martin Kane                                                  |
| Mickey Alpert - Casting<br>-Ed Sutherland - Producer-Dir<br>-Bunny Coughlin "<br>-Hugh Brown "<br>-Frank Burns & J T Ellis "                                                                                |                                                                                                         | ** NETWORK SHOWS<br>ONLY<br>AS OF OCTOBER                                                                           |
| AL PAUL LEFTON                                                                                                                                                                                              |                                                                                                         |                                                                                                                     |
| Carl Mark - Consulting Dir, TV, AM<br>Alan Lampe - TV, AM Writer & Prod<br>Al Petcavage - Time Buyer                                                                                                        |                                                                                                         | Local Shows Only                                                                                                    |
| LENNEN & MITCHELL                                                                                                                                                                                           |                                                                                                         |                                                                                                                     |
| Nicholas E.Keesely - VP, AM & TV<br>Larry Holcomb - TV Production<br>Clark Agnew - TV Art Director<br>Pete Keveson - VP, AM, TV Copy<br>Frank Daniel - AM, TV Time Buyer<br>Bernard McDermott - Traffic Mgr | Old Gold<br>Old Gold<br>Tidewater Oil                                                                   | Original Amateur Hr<br>Stop the Music<br>George Putnam                                                              |
| MANHATTAN ADVERTISING                                                                                                                                                                                       | •                                                                                                       |                                                                                                                     |
| Robert V.Colodzin - TV Dir                                                                                                                                                                                  |                                                                                                         | Local Shows Only                                                                                                    |
| MARSCHALK & PRATT                                                                                                                                                                                           |                                                                                                         |                                                                                                                     |
| Edward J. Whitehead - Dir of TV                                                                                                                                                                             | Esso                                                                                                    | Alan Young Show                                                                                                     |
| J.M. MATHES                                                                                                                                                                                                 | 6                                                                                                       |                                                                                                                     |
| Read H. Wight - AM, TV Dir<br>Edna S. Cathcart - AM, TV Time Buy                                                                                                                                            | Canada Dry<br>Luden's                                                                                   | Super Circus<br>Sing it Again                                                                                       |
| MAXON                                                                                                                                                                                                       |                                                                                                         |                                                                                                                     |
| S.J. Andrews - AM & TV Dir                                                                                                                                                                                  | Snowcrop<br>Peter Paul<br>Gillette                                                                      | Show of Shows<br>Hank McCune Show<br>Sports Programs                                                                |
| MC CANN-ERICKSON                                                                                                                                                                                            | GTTT0010                                                                                                |                                                                                                                     |
| -Thomas Lane - VP, Radio & TV<br>Charles Wolfe - AM & TV Copy<br>Frank Bibas - Dir Motion Pictures<br>William Duffy - TV Art Dir<br>Al Scalpone - Dir AM & TV                                               | Westinghouse<br>Congoleum Nairn<br>Chrysler Motors<br>Columbia Records<br>American Safety Razor<br>Esso | Studio One<br>Garroway at Large<br>Treasury Men In Action<br>The Show Goes On<br>The Show Goes On<br>Football Games |
| HUBERT L. MIHIC                                                                                                                                                                                             |                                                                                                         |                                                                                                                     |
| Leo P. Murray - TV Consultant                                                                                                                                                                               |                                                                                                         | Local Shows Only                                                                                                    |

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| ADVERTISING AGENCIES PERSONNE<br>(Addresses in Front Directory See                                                                                      |                                                                                                       |                                          |
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| AGENCY & PERSONNEL                                                                                                                                      | SPONSOR                                                                                               | PROGRAM                                  |
| <u>C. L. MILLER</u><br>G. V. Carhart - AM & TV Dir<br>Rita Driscoll - Ass't Dir                                                                         |                                                                                                       | Local Shows Only                         |
| EMIL MOGUL                                                                                                                                              |                                                                                                       |                                          |
| - Ely Landau - TV Dir & Time Buyer<br>MOORE & HAMM                                                                                                      | Knomark                                                                                               | Hold That Camera                         |
| Rosita Seale - TV Time Buyer                                                                                                                            |                                                                                                       | Local Shows Only                         |
| MOSS ASSOCIATES<br>Arnold O. Leeds - Dir of TV                                                                                                          |                                                                                                       | Local Shows Only                         |
| PARIS & PEART<br>Paul Danielson - Dir of TV                                                                                                             |                                                                                                       | Local Shows Only                         |
| Patrick Petrino - Time Buyer<br>PECK                                                                                                                    |                                                                                                       |                                          |
| - Arthur Daly - Dir of TV<br>Donald Blauhut - Prog Super, Time Buy<br>Harriet Kolchin - Ass't Time Buy                                                  | Premier Foods                                                                                         | Rumpus Room                              |
| PEDLAR & RYAN                                                                                                                                           |                                                                                                       |                                          |
| Wilfred Roberts - Dir of TV & AM                                                                                                                        | P & G's Camay                                                                                         | Musical Comedy Time                      |
| PHILBIN, BRANDON & SARGENT<br>Ewing R.Philbin - Pres, Res Dir<br>C.D. Sargent - VP, Creative Super<br>A.D. Coan - Time Buyer, Production<br>C.R. Gibson |                                                                                                       | Local Shows Only                         |
| PRODUCT ADVERTISING CORP                                                                                                                                |                                                                                                       |                                          |
| <ul> <li>Milton Douglas - Dir of TV</li> <li>Ben Piermont - TV Casting Dir</li> </ul>                                                                   | Druggists of America<br>Druggists of America                                                          | Cavalcade of Bands<br>Cavalcade of Stars |
| FLETCHER D. RICHARDS                                                                                                                                    |                                                                                                       |                                          |
| John S. Davidson - VP, Dir TV & AM                                                                                                                      |                                                                                                       | Local Shows Only                         |
| <u>RUTHRAUFF &amp; RYAN</u><br>Willson Tuttle - VP,AM & TV                                                                                              | General Shoe                                                                                          | Acrobat Ranch                            |
| Grant Y. Flynn - VP, TV<br>-Thos. G. Slater - VP, TV                                                                                                    | American Safety Razor<br>Pharma-Craft<br>Dodge Motors<br>Lever Brothers<br>Quaker Oats<br>Wrigley Gum |                                          |
| SHEFMAN & MARQUETTE                                                                                                                                     |                                                                                                       |                                          |
| Stuart Ludlum - Dir TV & AM                                                                                                                             | Halo, Ajax<br>Guaker Oats                                                                             | Colgate Comedy Hr<br>Gabby Eayes Show    |

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| ADVERTISING AGENCIES PERSONNI<br>(Addresses In Front Directory See                                                                                  |                                                                                           |                                                                                                                    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| AGENCY & PERSONNEL                                                                                                                                  | SPONSOR                                                                                   | PROGRAM                                                                                                            |
| STERNFIELD & GODLEY                                                                                                                                 |                                                                                           |                                                                                                                    |
| Samuel I. Godley - Partner                                                                                                                          |                                                                                           | Local Shows Only                                                                                                   |
| STOCKTON, WEST, BURKHART                                                                                                                            |                                                                                           |                                                                                                                    |
| Richard M. Dunn, Mgr of AM & TV                                                                                                                     | Gruen                                                                                     | Blind Date                                                                                                         |
| SULLIVAN, STAUFFER, COIMELL & BAYLES                                                                                                                |                                                                                           |                                                                                                                    |
| -Phillip H. Cohen - VP<br>-Richard R. Uhl - Producer<br>-Thomas Veitor - Producer<br>-A.K. Spencer - TV Supervisor<br>-J.J. Van Nostrand - Producer | Pall Mall<br>Speidel<br>Carter Prods                                                      | Big Story<br>What's My Name<br>Sing It Again                                                                       |
| J.D. TARCHER<br>Robert W. Kelly - Dir of AM & TV                                                                                                    |                                                                                           |                                                                                                                    |
| VODELC M. WEITA - DIL OT HM & IA                                                                                                                    |                                                                                           | Local Shows Only                                                                                                   |
| J. WALTER THOMPSON                                                                                                                                  |                                                                                           |                                                                                                                    |
| John U. Reber - VP, AM & TV<br>- Howard Reilly - Dir of IV<br>Linnea Nelson - AM, TV Time Buyer<br>- Virginia Spragle - Talent Buyer                | Lever Brothers<br>Ballantine<br>Kraft Prods<br>RCA Victor<br>Ford Dealers<br>Ford Dealers | Lux Video Theatre<br>Believe it or Not<br>Kraft Theater<br>Kukla, Fran & Ollie<br>Kukla, Fran & Ollie<br>Kay Kyser |
| TURNER, LEACH                                                                                                                                       | FOLD DESTELS                                                                              | way waser.                                                                                                         |
| Franklyn W. Dyson - VP, AM & TV                                                                                                                     | Mason Mints                                                                               | Chester, The Pup                                                                                                   |
| VINLAW                                                                                                                                              |                                                                                           |                                                                                                                    |
| Gerald Law - Dir of TV                                                                                                                              |                                                                                           | Local Shows Cnly                                                                                                   |
| WILLIAM WARREN                                                                                                                                      |                                                                                           |                                                                                                                    |
| Steven P. Jackson - Dir of TV<br>Conrad W. Mikorenda - Ass't Dir TV                                                                                 |                                                                                           | Local Shows Only                                                                                                   |
| WARWICK & LEGER                                                                                                                                     |                                                                                           |                                                                                                                    |
| Tevis Huhn - Dir of TV<br>Don Gibbs - Prog Supervisor                                                                                               | Pabst                                                                                     | Boxing (CBS)                                                                                                       |
| WEINTRAUB                                                                                                                                           |                                                                                           |                                                                                                                    |
| N.E. Kersta - VP, Radio & TV<br>N. Ray Kelly - Exec Ass't to VP<br>Theo. F. Gannon - Exec Producer<br>Gladys York - Chief Time Buyer                | Anchor-Hocking<br>Air-Wick<br>Kaiser-Frazer                                               | Broadway Open House<br>I Cover Times Square<br>Ellery Queen                                                        |
| WEISS & GELLER<br>Ernie Byfield Jr - Dir of TV                                                                                                      | Maiden Wine                                                                               | Can You Top This                                                                                                   |
| E. B. WILSON                                                                                                                                        |                                                                                           |                                                                                                                    |
| John A. Lamb - Dir of TV                                                                                                                            |                                                                                           | Local Shows Only                                                                                                   |

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ADVERTISING AGENCIES -- PERSONNEL...TV CLIENTS...NETWORK PROGRAMS (Addresses In Front Directory -- See Program Index For Times & Stations)

| AGENCY & PERSONNEL                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | SPONSOR                                                                                                                                                        | PROGRAM                                                                                                                                                                     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| YOUNG & RUBICAM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                |                                                                                                                                                                             |
| <ul> <li>Everard Mead - VP, Dir AM &amp; TV</li> <li>Roland Gillette - VP, AM &amp; TV Prod</li> <li>David Levey - VP, Chg of Talent</li> <li>Rod Erickson - Mgr AM &amp; TV</li> <li>William H. Brown - Director</li> <li>Robert Leadley - Director</li> <li>Beverly Smith - Director</li> <li>Preston Wood - Director</li> <li>Ed Duerr - Supervisor</li> <li>Karl Schullinger - Supervisor-Editor</li> <li>Lee Strahorn - Supervisor-Producer</li> <li>James Sheldon - Producer-Director</li> <li>Frank Telford - Producer-Director</li> <li>John Swayze - AM &amp; TV Commercials</li> </ul> | Dictaphone Corp<br>Gulf Oil<br>General Foods-Jell-O<br>General Foods-Sanka<br>Packard Motors<br>Lipton's Tea<br>General Electric<br>Schlitz<br>Goodyear Rubber | Manhattan Spotlight<br>We, The People<br>The Aldrich Family<br>The Goldbergs<br>Holiday Hotel<br>Talent Scouts<br>Fred Waring<br>Pulitzer Prize Play<br>Faul Whiteman Revue |

#### TALENT FEES

The current negotiations between the various talent unions and the broadcasters makes a complete analysis of talent fees impractical at this time, since new scales and minimums are sure to be arrived at imminently. For that reason, we plan to publish a comprehensive survey of talent fees in the very near future, just as soon as the situation is clarified. Herewith are presented some generalities, by way of guidance. For more complete information, we refer you to the respective Labor Unions (see Pg 7 for addresses and contacts).

MUSICIANS - LOCAL 802 NY

|                                                                                             | Rehearsal per hr  | /Telecast - | Hr/ Hr/  | Doubling/   | Leader/S | imulcast/I   | Made-up                        |
|---------------------------------------------------------------------------------------------|-------------------|-------------|----------|-------------|----------|--------------|--------------------------------|
| Network                                                                                     | \$7.13            | \$21.85     | \$17.10  | add\$2.85   | Double   | AM +\$15     | \$6                            |
| Local                                                                                       | 6.38              | 19.55       | 15.30    | add\$2.55   | Double   | AM +\$15     | 6                              |
| Staff -<br>Staff -                                                                          |                   |             |          |             |          |              | ly - \$144.23<br>ly - \$128.18 |
| Arrangers - Staff: \$159 wk mininum; Free-lance: \$2-350 wk; \$50-75 Stocks; \$2-300 Spec'l |                   |             |          |             |          |              |                                |
| Set Designers - Staff: \$145 wk minimum; Sc Artists, \$105; Free-Lance: \$175min, \$250 av  |                   |             |          |             |          |              |                                |
| Costume                                                                                     | Designer - Staff: | \$126.75 wk | min; Fin | ders, \$100 | ; Free-L | ance: \$126. | 25 min/show                    |

| Average Fees:    | Producer | Director  | Writer    | Star      | Name     | Support   | Bit       |
|------------------|----------|-----------|-----------|-----------|----------|-----------|-----------|
| 1 Er Drama       | \$500    | \$300-500 | \$300-700 | \$10-1500 | \$ 750   | \$300-500 | \$100-200 |
| 1/2 Hr Drama     | 350      | 200-500   | 200-500   | 300-750   | 500      | 150-300   | 75-150    |
| Situation Com.   | 350      | 200-300   | 200-500   | 500-750   |          | 250-350   | 75-200    |
| l Hr Variety     | 1000     | 300-500   | 250-350*  | 3500-?    | 1-2000   | 250-500   | 109-250   |
| 1/2 Hr Variety   | 350      | 200-300   | 200-300*  | 1-2000    | 500-1000 | 250-350   | 100.250   |
| Daytime Strip    | 250      | 150-200   | 150-200   | 250-500   |          | 150-250   | 100-200   |
| Evening Strip    | 350      | 200-300   | 200-300   | 500-1000  |          | 150-250   | 100-200   |
| Forum - Panel    | 250      | 150-200   | 150-200   | 350-500   | 350-500  | 150-250   |           |
| Audience Part.   | 350      | 200-250   | 200-300*  | 350-750   |          | 200-350   | 100-200   |
| Children's Strip | 300      | 150-250   | 150-250   | 350-500   |          | 150-250   | 75-150    |

\*\* Commercial Averages

\* per writer

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### NETWORK PROGRAMS AS OF OCTOBER 1950

| PROGRAM            | TIN           | Æ         | NET | SPONSOR          | AGENCY        | PACKAGER/PRODUCER     |
|--------------------|---------------|-----------|-----|------------------|---------------|-----------------------|
| Acrobat Ranch      | Sa            | 11:30am   | ABC | General Shee     | R & R         | From Chicago          |
| Alan Young         | Th            | -         | CBS | Esso             | Marsh&Pratt   | Dick Linkroum, CBS    |
|                    |               |           |     | Kroger Stores    | Ralph Jones   | ,,                    |
| Aldrich Family     | Su            | 7:30pm    | NBC | Jello            | Y & R         | Joe Scibetta, Y&R     |
| Al Morgan          | Mo            | 8:30pm    | DuM | Co-op            |               | From Chicago          |
| Am. Forum of Air   | Sa            | 6:COpm    | NBC | Sustaining       |               | Theodore Granik, pkgr |
| Animal Clinic      | Sa            | 12:15pm   | ABC | Sustaining       |               | Louis Cowan, pkgr.    |
| Armstrong Th"ter   | Tu            | 9:30pm    | NBC | Armstrong        | BBD&O         | Hudson Faussett, NBC  |
| At Home Show       | Mo            | 11:00pm   | CBS | Masland          | And'son,D&P   | Franklin Heller, CBS  |
| Beat the Clock     | Fr            | 10:30pm   | CBS | Sylvania         | Cecil & Pres  | Mark Goodson, pkgr    |
| Believe It Or Not  |               |           | NBC | Ballantine       | JW Thompson   | Harry Herrmann, JWT   |
| Beulah             | Tu            | 7:45pm    | ABC | Procter&Gamble   | Dancer, F&S   | Pictorial Prods, pkgr |
| Big Story          | Fr            | 9:30pm    | NBC | Pall Mall        | SSC&B         | B. Prockter, pkgr     |
| Big Town           | Th            | 9:30pm    | CBS | Lever Bros       | R & R         | Chas. Robinson, CBS   |
| Billy Rose         | Tu            | 9:00pm    | ABC | Hudson           | Br, Sm, Fr&Do | A. Michaelis, MCA     |
| Blind Date         | Th            | 9:30pm    | ABC | Gruen            | St'ton,W&B    | B. Schubert, pkgr     |
| Boxing             |               | 10:00pm   | NBC | Gillette         | Maxon         |                       |
|                    | We            | 10:00pm   | CBS | Pabst            | Warwick&Leg   |                       |
|                    | Th            | 9:30pm    | DuM | Kreuger          | Geyer,N & G   |                       |
| Break the Bank     | We            | 10:00pm   | NBC | Bristol-Myers    | DC&S          | Ed Wolf, pkgr         |
| B'way Open House 1 | M-F           | 11:00pm   | NBC | Anchor-Hocking   | Weintraub     | Doug Coulter, NBC     |
| B'way to H'wood    | We            | 10:00pm   | DuM | Tidewater Oil    | Len'n&Mitch   |                       |
| Buck Rogers        | Tu            | 8:30pm    | ABC | Sustaining       |               | Carroll Bagley, MCA   |
| Burns & Allen      | Th            | 8:00pm    | CBS | Carnation        | Erwin,Wasey   | Ralph Levy, CBS       |
| Cactus Jim         | M-F           | 6:00pm    | NBC | Co-Op            |               | From Chicago          |
| Can You Top This   | Tu            | 9:30pm    | ABC | Maiden Wine      | Weiss&Geller  | Sen. Ford, prod.      |
| Capitol Cl'kr'm    | Su            | 5:00pm    | CBS | Sustaining       |               | Leon Levine, CBS      |
| Capt. Video        | M-Sa          | a 7:00pm  | DuM | Rosefield Pkg.   | Guild,Bas&B   | DuMont                |
|                    |               |           |     | Johnson Candy    | Fr. Bruck     |                       |
| Cav. of Bands      | Tu            | 9:00pm    | DuM | Druggists of Am  | Prod Adv      | Milton Douglas, PAC   |
| Cav. of Stars      | Fr            | 10:00pm   | DuM | Druggists of Am  | Prod Adv      | Milton Douglas, PAC   |
| Celebrity Time     | Su            | 10:00pm   | CBS | B.F.Goodrich     | BBD&O         | World Video, pkgr     |
| Ch"ce of Lifetime  | We            | 7:30pm    | ABC | Bendix           | Tatham, Laird | Robt Jennings, pkgr   |
| Chester the Pup    | Sa            | 12:00noon | ABC | Mason Mints      | Turner, Leach | Franklyn Dyson,TL     |
| The Clock          | $\mathbf{Fr}$ | 9:30pm    | NBC | Emerson          | FC&B          | Herb Swope, NBC       |
| Colgate Comedy Hr  | Su            | 8:00pm    | NBC | Colgate          | Ted Bates     | Ernie Glucksman &     |
|                    |               |           |     |                  | Sherm&Marq    | Chas. Friedman, NBC   |
| College Bowl       | Mo            | 9:00pm    | ABC | Pharma-Craft     | R & R         | Martin Gosch, R&R     |
|                    |               |           |     | Amer. Saf. Raz.  | H .           |                       |
| Comedy Hour        | Su            | 8:00pm    | NBC | Frigidaire       | FC&B          | Mike Todd             |
| Country Style      | Sa            | 7:30pm    | DuM | Co-op            |               | DuMont                |
| Court Cur Issues   | Tu            | 8:00pm    | DuM | Sustaining       |               | Irvin Sulds, pkgr     |
| Danger             | Tu            | 10:00pm   | CBS | Block Drug       | Cecil &Pres   | Martin Ritt, CBS      |
| Diane Doxee        | $\mathbf{Fr}$ | 10:30pm   | ABC | Sustaining       |               | From Chicago          |
| Dick Tracy Film    | We            | 8:30pm    | ABC | Sustaining       |               |                       |
| Don McNeill        | We            | 9:00pm    | ABC | Philco           | Hutchins      | I.McLaren,WENR-TV     |
| Eadie & Rack       | M-F           | 7:00pm    | ABC | Sustaining       |               |                       |
| Ellery Queen       | Th            | 9:00pm    | DuM | Kaiser-Frazer    | Weintraub     | Theo Gannon, Weintrb  |
| Fam Jury Trials    | We            | 9:00pm    | DuM | Chevrolet        | Camp-Ewald    | Transamerican, pkgr.  |
|                    |               | 37:45pm   | CBS | Pepsi-Cola       | Blow          | Gil Fates             |
| Fireside Th'ter    | Tu            | 9:00pm    | NBC | Procter&Gamble   | Compton       | Frank Wisbar, H'wood  |
| Football           | Sa            | 1:30pm    | CBS | Esso             | McCann-Eric   |                       |
| •                  | Sa            | 1:45pm    | NBC | Atlantic Refin'y | N.W.Ayer      |                       |
|                    | Sa            | 3:00pm    | DuM | Chevrolet        | Camp-Ewald    |                       |
|                    | Sa            | 9:00pm    | ABC | Sun 011          | Hew, Og, B&M  |                       |
| Ford Theater       | Fr            | 9:00pm    | CBS | Ford Motors      | K & E         | Garth MontgomeryK&E   |
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### NETWORK PROGRAMS AS OF OCTOBER 1950

| PROGRAM                             | TIME       |        | NET        | SPONSOR                 | AGENCY                    | PACKAGER/PRODUCER    |
|-------------------------------------|------------|--------|------------|-------------------------|---------------------------|----------------------|
| Frank Sinatra                       | Sa 9       | :00pm  | CBS        | Sustaining              |                           | Paul Dudley, CBS     |
| Fred Waring                         | Su 9       | :00pm  | CBS        | Gen Elec                | Y & R                     | Lee Strahorn, Y&R    |
| Gabby Hayes                         | Su 5       | :00pm  | NBC        | Quaker Oats             | Sherm&Marq                | V. Donehue, NBC      |
| Game of the Week                    |            | •      | ABC        | Pontiac                 | McManus, J&A              | SportsVision, pkgr   |
| Garroway At Large                   | Su 10      | :00pm  | NBC        | Congoleum-Nairn         | McCann-Eric               | Ted Mills, WNBQ      |
| Gene Autry                          | Su 7       | :00pm  | CBS        | Wrigley Gum             | R & R                     | Armand Schaefer      |
| Godfrey&Friends                     |            | -      | CBS        | Chesterfield            | Cunn-Walsh                | Jack Carney, CBS     |
| Goldbergs                           |            |        | CBS        | Sanka                   | Y & R                     | Gertrude Berg        |
| Greatest Fights                     | Fr 10      | :45pm  | NBC        | Chesebrough             | Cayton                    | Allan Black, Cayton  |
| Hands of Mystery                    | Fr 9       | :00pm  | DuM        | Bond Clothes            | Grey                      | DuMont               |
| Hank McCune                         | Sa 7       | :00pm  | NBC        | Peter Paul              | Maxon                     | From Chicago         |
| Hanson Baldwin                      | Su 3       |        | NBC        | Sustaining              |                           | Clarence Thoman, NBC |
| Hold 'Er, Newt                      | -          | •      | ABC        | Sustaining              |                           | From Chicago         |
| Hold That Camera                    |            |        | DuM        | Knomark                 | ~                         | West Hooker          |
| Holiday Hotel                       | -          | -      | ABC        | Packard                 | Y & R                     | K. Schullinger, Y&R  |
| H'wood Scin Test                    |            | -      | ABC        | Ironrite                | Br,Sm,Fr&Do               | Lester Lewis         |
| Homemakers Exch                     |            | •      | CBS        | Participations          |                           | Harvey&Howe          |
| H'long Cassidy                      |            | •      | NBC        | GF & Gordon Bkg         | B&B, Ayer                 | Toby Anguish, distrb |
| Horace Heidt                        |            | •      | CBS        | Philip Morris           | Biow                      | Glen Miller, Hwood   |
| Howdy Doody                         | M-F 5      | :30pm  | NBC        | Mars & Ovaltine         | Grant                     | Martin Stone         |
|                                     |            |        |            | Colgate                 | Ted Bates                 |                      |
|                                     |            |        |            | Kellogg                 | K & E                     |                      |
| I Cover Times Sq                    |            | -      | ABC        | Air-Wick                | Weintraub                 | Harold Huber         |
| Inside Detective                    | -          |        | DuM        | Co-op                   |                           | Stark-Layton         |
| Jack Carter Show                    | -          | -      | NBC        | Campbell Soups          | Ward Wheel'k              | Danny Dare, NBC      |
| Joan Edwards                        | T,Th 7     | -      | DuM        | Co-op                   | -                         | DuMont               |
| Joe DiMaggio                        |            |        | NBC        | Lionel                  | Buchanan                  | Barry-Enright        |
| Kate Smith                          |            | •      |            | Minute Maid             | Ted Bates                 | Barry Wood, NBC      |
| Kay Kyser                           | -          | •      | NBC        | Ford Dealers            | JW Thompson               | Seymour Kulik, JWT   |
| Ken Murray                          |            | -      | CBS        | Budweiser               | D'Arcy                    | Ken Murray, CBS      |
| Kitchen Fare                        |            |        |            | Participations          | 7711 (71)                 | Bob Loewi, DuM       |
| Kraft Theater                       |            | -      | NBC        | Kraft                   | JW Thompson               | Stanley Quinn, JWT   |
| Kukla,Fran&Ollie                    | M-F. (     | :00pm  | NBC        | RCA Victor              | JW Thompson               | Beulah Zachary       |
|                                     |            |        |            | Ford                    | JW Thompson               |                      |
| Town Huto Mr. Doot                  | + Q., J.   | •20.00 | 000        | Sealtest                | NW Ayer                   | Isabelle Redman, CBS |
| Lamp Unto My Feet                   |            |        | CBS        | Sustaining              |                           | Pete Barnum, NBC     |
| Laugh Time                          |            | -      | NBC        | Sustaining              | Bn Sm Engla               | Martha Rountree      |
| Leave ItGirls                       | -          | -      | NBC        | Regent Cig<br>Chevrolet | Br,Sm,Fr&Do<br>Camp-Ewald | Les Arries, DuM      |
| Life At NotreDame                   |            |        | DuM<br>ABC | Arnold Bread            | B & B                     | Barry-Enright        |
| Life Begins at 80                   |            | -      |            | Green Giant             | Leo Burnett               | Dari y-Diright       |
| Life W/ Linkl'ter<br>Life W/ Snarky |            |        | ABC<br>CBS | Sustaining              | TEO DALUELL               | Bil & Cora Baird     |
| •                                   | -          |        | NBC        | Admiral                 | Kudner                    | Herb Swope, NBC      |
| Lights Out<br>Little Show           | T,Th $7$   | -      | NBC        | Van Camp                | Calkins&Hol               | L. MacHarrie, C&H    |
|                                     | •          |        | ABC        | Gen Mills               | Dancer,F&S                | Apex Prods           |
| Lone Ranger<br>Look Your Best       |            |        | CBS        | Int'l Latex             | FC&B                      | Richard Willis       |
|                                     | -          |        | CBS        | Sun Dial Shoes          | Hoag&Prov'die             |                      |
| Lucky Pup                           | 141-1 )    | :00pm  | 000        | Ipana                   | DC&S                      | Lloyd Gross, CBS     |
| Lucky Str. Th'r                     | Mo 9       | 30pm   | NBC        | Amer. Tobacco           | BBD&O                     | Neptune Prods.       |
| Lucky Str. In r<br>Lux Video Th'ter |            | 8:00pm | CBS        | Lever Bros              | JW Thompson               | Calvin Kuhl, JWT     |
|                                     |            |        | DuM        | Co-op                   | All THOMPOOL              | DuMont               |
| Magic Cottage<br>Magnavox Theater   |            | ):00pm | CBS        | Magnavox                | K & E                     | G. Montgemery, K&E   |
| Magnavox ineater<br>Mama            | -          | 3:00pm | CBS        | Maxwell House           | B & B                     | Carol Irwin, pkgr    |
|                                     |            | 3:30pm | CBS        | Camels                  | Esty                      | Chas Russell, Esty   |
| Man vs. Crime                       |            | 7:30pm | DuM        | Dictaphone              | Y & R                     | Chuck Tranum, DuM    |
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### NETWORK PROGRAMS AS OF OCTOBER 1950

| PROGRAMTIMENETSPONSORAGENCYPACKAGER/FRODUCERMartin KaneTh 10:00pmNGCSustainingKadnerSt.GeoKeyssSustainingMartin KaneTh 10:00pmNGCNGCNerrer CopperKadnerSt.GeoKeyssMartha HountreeMohawk Short'mNGT (1)00pmNGCPartigipationsNt.GeoKeyssSt.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssMusical Concey TmNG (2)00pmAGCSustainingNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssMyst. of ChinatoomNG (2)100pmAGCSustainingNt.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.GeoKeyssNt.F.Ge                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |             |                      |
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| Harshall PlanSuGiSchlopmAECSustainingMartin KameTh 10:00pmNBCU.S.TobacoKidnerGd Sutherland,KudMet the FressSu4:00pmNBCRevere CopperGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.NelaonGe.Nelaon                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | PROGRAM TIME                          | NET                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | SPONSOR A         | GENCY       | PACKAGER/PRODUCER    |
| Martin KaneTh 10:00pmNBCU.3.TobaccoKudnerEd Sutherland,KudMohawk Showr'nMWF7:30pmNBCMohawk RugsGeo.WelsonGeo.WelsonGeo.WelsonMr.I.Magita 'n SuG:30pmCSMetterGeo.WelsonGeo.WelsonGeo.WelsonGeo.WelsonMusical Comedy ThMo 9:30pmNBCCamay (Fac)Fedlar&ByamFedlar&ByamFedlar&ByamFedlar&ByamMusical Comedy ThMo 9:30pmNBCCamay (Fac)Fedlar&ByamFedlar&ByamFedlar&ByamFedlar&ByamMash AirTytte ThTh 10:30pmCamelsFedlar&ByamFedlar&ByamFedlar&ByamFedlar&ByamMash AirTytte ThTh 10:30pmNBCSustainingFedlar&ByamFedlar&ByamFedlar&ByamNBC ComicsM-F7:40pmNBCSustainingFedlar&ByamFedlar&ByamFedlar&ByamNBC ComicsM-F7:40pmNBCSustainingFrom ChicagoFrom ChicagoO'K MotherM-F7:30pmNBCSustainingFrom ChicagoFrom ChicagoO'rif Amateur HrTu 10:00pmNBCOld GoldLen'n&MitchReemack ProdsPatty TimeSu 9:00pmNBCBace Anor Dairy AsmFrod ChicagoFrom ChicagoPatty TimeSu 9:00pmNBCHerkodsFrod ChicagoFrom ChicagoPertouseSu 9:00pmNBCHerkodsFed Came/SaEasterFed Came/SaPettouseSu 9:00pmNBCHerkodsHerkodsFed Came/Sa                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                       | designation of the local division of the loc |                   |             |                      |
| Neet the FressSu14:000mNBCNBCNBCNBCStevere copper<br>Geo. Nelson<br>Geo. Nelson<br>Catal & Pres N & I Fincus<br>Chick Vincent<br>B & BMr. MagicM-F5:00pm<br>NBC<br>Sustaining<br>NessAGC<br>Sustaining<br>Sustaining<br>Casas (PRO)<br>TideB & B<br>B<br>AS<br>B & Schubert<br>B & BMyst. of Chinator<br>NBC ComeisM-FF:00pm<br>Filopm<br>NBC<br>SustainingGes Nash<br>Sustaining<br>Dancer, P&S<br>Dancer, P&S<br>Dans James, DuM<br>Dans James, DuM<br>Dans James, DuM<br>Dans James, DuM<br>Con Trial<br>SustainingGes Nash<br>Sustaining<br>Dans James, DuM<br>Dans James, DuM<br>Dans James, DuM<br>Dans James, DuM<br>Dans James, DuM<br>Afthur Nurrsy<br>Panhle Fetklein M-F<br>F:15pm<br>Panhle Fetklein M-F<br>F:1000pm<br>Distorm<br>Filopm<br>Panhle Fetklein M-F<br>F:1000pm<br>Panhle Fetklein M-F<br>F:10000pm<br>Panhle Fetklein M-F<br>F:1000pm<br>Panhle Fetklein M-F <br< td=""><td></td><td></td><td>-</td><td>Kudner</td><td>Ed Sutherland Kud</td></br<> |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | -                 | Kudner      | Ed Sutherland Kud    |
| Mohewk Shorr'mNWF 7:30pmNBCCohnewk FugsGeo. HelsonGeoll & PresNelsonMr. MagicM-F5:00pmABCFarticipationsGeoll & PresN & I PincusMusical Camedy TaNo9:30pmABCSustainingFedlar&RyanB. & BMysk, of ChinatomNo9:30pmABCSustainingFedlar&RyanB. & BMysk, of ChinatomNo9:30pmABCSustainingFedlar&RyanB. & BMysk, of ChinatomM-F5:00pmNBCSustainingFedlar&RyanB. & BNessM-F7:00pmABCSustainingFrance, F&SClarence Thoman, NBCNersM-F7:00pmABCSustainingDancer, F&SDanne JonesABC + ALOn FailaSu 8:00pmABCSustainingDancer, F&SDanae JonesABC + ALOrig Amsteur HTu 10:00pmNBCSustainingDancer, F&SDanae JonesABC + ALPaddy FelicanM-F5:15pmABCSustainingDancer, F&SDanae JonesABC + ALPaddy FelicanM-F5:15pmABCSustainingDorlandHoward Barnes, JorABC + ALPatty TimeSu 9:00pmABCSustainingDorlandHoward Barnes, JorFou ChicagoParty TimeSu 9:00pmABC + Booshold FilorConnaWalbarHoward Barnes, JorFou ChicagoPert PatsonSu 9:00pmABC + SustainingBasFrance, CBSFou ChicagoProd Chibage                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |             | -                    |
| Mr. Maginat'nSuGisopmCBSHesticCecil & Fres N & I FuncusMusical Comedy TmMo9:30pmNBCCamay (PgG)Pedlar&RyamB. SchubertMyst. of ChinatownMo9:30pmNBCCamay (PgG)Pedlar&RyamB. SchubertMyst. of ChinatownMo9:30pmNBCSustainingRay Buffum, HwoodMBC ComicsM-F 5:10pmMBCSustainingN. Blackburn, HwoodNBC ComicsM-F 7:10pmABCSustainingDancer,FSSDennis James, DuMO K MotherM-F 7:10pmABCSustainingDancer,FSSDennis James, DuMO n TrialSu 8:00pmABCSustainingDancer,FSSDennis James, DuMPanhole Fedden M-F 5:15pmABCSustainingFrom fulcagoRtenack FrodsPanhouse PartyF 10:00pmABCSustainingDorlandHoward Barnes, DuMPeoples FlaffSu 9:00pmABCBest FoodsBEBLest LewisPruf 'I Faming' The 3:15pmABCSustainingDorlandHoward Barnes, DuMPerthouse PartyF 10:00pmABCBest FoodsBEBLest LewisPerthouse PartyF 10:00pmABCBest FoodsBEBLest LewisPruf 'I Faming' The 4:00pmCBSHoward Barnes, IBCLewisLewisPruf 'I Sun's MartySu 9:00pmBCHoward BarnesLewisPruf 'I Sun's MartySu 9:00pmBCSchitz BeerY & RFrom ChicagoPruf 'I Sun's Marty <td>· · · · ·</td> <td></td> <td></td> <td></td> <td></td>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | · · · · ·                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |             |                      |
| Mr. MagicM-F 5:00pmABCPartigipationsChick VincentMusical Comedy TaMo 9:30pmNBCGamay (PgO)Pedlar&RyamB. SchubertMyst, of ChinatownMo 9:30pmNBCSustainingRay Buffum, EwoodMash Airfyte TaTh 10:30pmCBSOld SustainingRay Buffum, EwoodNBCM-F 7:15pmNBCSustainingRay Buffum, EwoodNewsM-F 7:15pmNBCSustainingDB PorterOne Man's FamilySa 7:30pmNBCSustainingDancer,F&SOne Man's FamilySa 7:30pmNBCSweetheart ScapDancer,F&SOne Man's FamilySa 7:30pmNBCSweetheart ScapDancer,F&SOne Man's FamilySa 7:30pmNBCSustainingProm ChicagoPaddy FeltaenM-F 7:15pmNBCSustainingProm ChicagoPathy TimeSu 9:00pmNBCDataHoward Barnes,DuPenthouse PartyF 10:00pmABCHor AllerHoward Barnes,DuPenthouse PartyF 10:00pmABCHor AllerLevalleyPeoples PlatfmSu 9:00pmABCHor AllerHor AllerPilico Fl'hesSu 9:00pmABCSustainingHor AllerProm ForbilidSu 9:00pmABCSustainingHor AllerProm ForbilidSu 9:00pmABCSustainingHor AllerPatholidF 1:5pmGBSFrance,FillLev AlleyLeo Levine,CBSFrandy FmrTu 8:00pmABCSustaining <td></td> <td></td> <td>-</td> <td></td> <td></td>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | -                 |             |                      |
| Musicel Comedy TmMo9:30pmNBCCeamay (Pac)<br>TidePedlar&Ryan<br>B & BB. Schubert<br>Marker<br>B & BMyst, of Chinatown Mo9:30pmABCSustaining<br>SustainingRay Buffum, Hwood<br>Marker M-F 1:00pmRay Buffum, Hwood<br>Marker M-F 1:00pmNBC ComicsM-F 7:45pmMBC CancelsWr. EstyClarence Thoman, NBC<br>Mr. EstyClarence Thoman, NBC<br>Cancer, F&S0 K MotherM-F 7:00pmMBC Sustaining<br>SustainingDancer, F&S<br>Mr. EstyDennis James, Dui<br>Richard Clarmer, NEC<br>ABC Sustaining0 K MotherM-F 7:10pmMBC Sustaining<br>SustainingDancer, F&S<br>Marker M-F 7:15pmDancer, F&S<br>Marker Marker Mirry and<br>SustainingDancer, F&S<br>Marker Marker Mirry and<br>Bander Pather M-F 7:15pmDancer AS<br>Marker Marker Mirry and<br>SustainingDancer, F&S<br>Marker Mirry and<br>Marker Mirry and<br>Bander M-F 7:15pmDancer, F&S<br>Marker Mirry and<br>Marker Mirry and<br>Marker Mirry and<br>Marker Mirry and<br>Pather Mirry TimeDancer, F&S<br>Marker Mirry and<br>Marker Mirry and<br>Marker Mirry and<br>Marker Mirry and<br>Pather Mirry and<br>Pather Mirry and BiolopmDanker Mirry and<br>Marker Mirry and<br>Marker Mirry and<br>Marker Mirry and<br>Marker Mirry and<br>Mirry and BiolopmDanker Mirry and<br>Mirry and BiolopmProf Footbl Hil'ts Fr 8:30pmABC Sun 011<br>Hord Marker Mirry and<br>Mirry Time 8:00pmBC Schitz Beer<br>Marker Mirry and<br>Marker Mirry and<br>Marker Mirry and<br>Mirry Mirry and BiolopmBC Sustaining<br>Marker Mirry and<br>Marker Mirry and<br>Mirry A BiolopmMirry And<br>Mirry A BiolopmMirry And<br>Mirry And<br>Mirry And<br>Mirry And<br>Mirry And<br>Mirry And<br>Mirry                                                                                                                                                                                                                                                                                            |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |             |                      |
| Yest of Chinnetown Mo 8:30pmTideB & BNest Airflyte ThTh 10:30pmCBSNashGeyer, N&GNBC ComicsM-F 5:10pmNBCSustainingDP BrotherNewsM-F 7:100pmNBCCamelsWm. EstyClarence Thoman,NECNet StarlingM-F 7:100pmDuM Sterling DrugDancer,F&SDunner,F&SClarence Thoman,NECO K MotherM-F 7:100pmDuM Sterling DrugDancer,F&SDunner,F&SDuld Claremer,NECOn FailSu 6:00pmABCSustainingDancer,F&SDunne JonesABC AustiningOrig Amateur HrTu 10:00pmNBCSustainingDorlandHern&MitchHermack ProdsParty TimeSu 9:00pmABCAmer Dairy AsenFrom ChicagoStephen Hatos,NBCPenthouse Party FribionDAMArthur MurrayDorlandHoward Barnes,DorPaul Whiteman,ABCPery ComoMWF 7:45pmCBSChesterfieldCunn&WalsFred Cocl,NECPilico Fl'nseSu 9:00pmNBCFrilcoLeater LewisLee Cocle,CSSPriditor Flaze PiseSig0pmDMHarvesterErwin,WaseyFrendsmerioanProf Otob Hil'ts Fr8:00pmABCAncer Shothitz BeerKas Fred Cocl,WECPilitor Flaze PiseSig0pmDMSustainingFred Cocl,WECProf Forob Hil'ts Fred Sou9:00pmABCSustainingFred Cocl,WECProf Cocli Hil'ts Fred Sou9:00pmABCSustainingFred Cocl,WECProf Sould Sou </td <td></td> <td></td> <td>-</td> <td>Pedlar&amp;Rvan</td> <td></td>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | -                 | Pedlar&Rvan |                      |
| Nash Airflyte ThTh10:0:0pmCBSNashGeyer, N&GN. Blackburn, H'moodNEwsM-53 7:30pmNBCSustainingDF BrotherN. Blackburn, H'moodNewsM-57 7:30pmNBCCamelsWm. EstyClarence Thoman, NBCO K MotherM-F 7:00pmDuMSterling DrugDancer,F&SClarence Thoman, NBCOn TrialSu 8:00pmABCSustainingDunner,F&SDunner,F&SDunner,FBSOn TrialSu 8:00pmABCSustainingDunner,F&SBC Rub, Aff. Dept.Orig Amateur HrTh 10:00pmNBCOld GoldLen'h&MitchHeemack ProdsPardy ThmeSu 9:00pmNBCSustainingStephen Hatos,NBCParty ThmeSu 9:00pmNBCBest FoodsBEBLeon Levine,CBSPerthouse Party Fr 10:00pmABCBest FoodsBEBLeon Levine,CBSProf Otobl Hil'ts Fr8:30pmDMArbthcoHutchinsFred Coc,NSCPrid 'I'Assign Mar9:00pmDMAlbcoHutchinsFred Coc,NSCPrid'I'Assign Mar9:00pmDMAlbcoClarkinskicild Don Davis,CBSPrid'I'Assign Mar8:00pmDMAlbcoFrom ChicagoPrid'I'Assign Mar8:00pmDMAlbcoFrom ChicagoPrid'I'Assign Mar8:00pmDMAlbcoFrom ChicagoPrid'I'Assign Mar9:00pmABCShilt'z BeerY & RFrom ChicagoPrid'I'Assign Mar8:00pmDMFremeir FoodsFro                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   | •           |                      |
| NEC ConicsM-F 5:00pmNECSustainingN. Elackburn,H'woodNewsM-Sa 7:30pmOESOldsmobileDP BrotherM-F 7:00pmABCSustainingDancer,F&SClarence Thoman,NECO K MotherM-F 7:00pmABCSustainingDancer,F&SDennis James, DutOn TrialSu 8:00pmNBCSwetheart ScapDancer,F&SDennis James, DutOnt FrialSu 8:00pmNBCSwetheart ScapDancer,F&SDennis James, DutOrig Amateur HrTu 10:00pmNBCOld GoldLen'n&MitchReemack ProdsPandly PelseSu 9:00pmDuXArthur MurrayDorlandHoward Barnes,DorParty TimeSu 9:00pmDuXArthur MurrayDorlandHoward Barnes,DerPerty ComoMWT 7:45pmCBSChesterfieldCunn&WalshLevaleyLevalewickPhiloc PithesSu 9:00pmNBCPhilcoHuthinsLevalewickTransamericanPro Footbl Hil'ts Fr8:30pmABCSchlitz BeerY & RFred Cos,NECPulitzer Pize Pize PizSu 9:00pmABCSchlitz BeerY & RFred CiagoRott Right ScomSu 9:00pmABCSustainingFrom ChicagoRott Right ScomSustainingNeck SustainingFrom ChicagoPruitzer Pize Pize Pize Su 9:00pmABCSustainingSustainingRugiesSu 9:00pmABCSustainingFrom ChicagoRott Right ScomSustainingB& BFred Rickey,CBS </td <td>Myst. of Chinatown Mo 8:30pm</td> <td>ABC</td> <td>Sustaining</td> <td></td> <td>Ray Buffum, Hwood</td>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Myst. of Chinatown Mo 8:30pm          | ABC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Sustaining        |             | Ray Buffum, Hwood    |
| NewsM-Sa 7:30pm<br>M-F 7:40pmCBS<br>NBC<br>CamelsDF Brother<br>Wm. EstyClarence Thoman,NBC<br>Clarence Thoman,NBC0 K MotherM-F 7:00pm<br>MBCABC Sustaining<br>Stephen HartsDenner,P&S<br>Dennis James, DuM<br>Denner,NBC<br>Mac SustainingDenner,P&S<br>Dennis James, DuM<br>ABC Sustaining<br>Stephen Harts,NBCDenner,P&S<br>Dennis James, DuM<br>ABC Sustaining<br>Stephen Harts,NBC0 K MotherM-F 7:100pm<br>MBCNBC<br>Sustaining<br>Sustaining<br>Sustaining<br>Sustaining<br>Stephen Hatos,NBCDenner,P&S<br>Dennis James, DuM<br>ABC Full<br>ABC Sustaining<br>Stephen Hatos,NBC<br>Prom Chicago<br>Stephen Hatos,NBC0 rindMather<br>Stephen Hatos,NBCNBC<br>Stephen Hatos,NBC<br>Prom Chicago<br>Stephen Hatos,NBC<br>Prom Chicago<br>Prom Chicago<br>                                                                                         | Nash Airflyte Th Th 10:30pm           | CBS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Nash              | Geyer, N&G  | Marc Daniels, MCA    |
| M-F7:15pnNBCCamelsWm. EstyClarence Thoman,NBC0 K MotherM-F1:00pnABGSustainingDancer,F&SDennis James, Dui0 ne Man's Pamily Sa7:30pmNBCSustainingDancer,F&SDennis James, Dui0 no Trial Su8:00pmABGSustainingDancer,F&SDennis James, Dui0 rig Amateur HrTu 10:00pnABGSustainingTeinard Clemmer,NBCPandid Peteklen M-F5:15pmABGSustainingStepfen Hatos,NBCPandid Peteklen M-F5:15pmABGSustainingStepfen Hatos,NBCParty TimeSu 9:00pmABGBest FoodsBELester LewisPerty ComeMF7:850pmCBSHousehold Fin'coLewise,CBSPerty ComeMF7:850pmCBSHousehold Fin'coCumRMalshPilatolothesmanWP9:30pmDukHarvesterErwin,WaseyPruityer Fize Pis9:00pmABGSun 0ilHew,Gg,Ben,MTernsamericanPruityer Fize Pis9:00pmABGABGSustainingFrom ChicagoPruityer Fize Pis9:00pmABGABGSustainingFrom ChicagoPuittee Fize Pis9:00pmABGABGSustainingFrom ChicagoPuittee Fize Pis9:00pmABGSustainingFrom ChicagoRed GrangeTh 11:00pmABGSustainingSustainingRugelesSu 9:00pmABGSustainingSustainingRugglesSu                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | NBC Comics M-F 5:00pm                 | NBC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Sustaining        |             | N. Blackburn, H'wood |
| M-F7:00pmABCSustaining<br>Swetheart Soap<br>Dumm Stering Drug<br>Dumm Stering Drug<br>Dumm JonesDennes James, Dumm<br>Richard Clemmer, NEC<br>ABC Sustaining<br>Dumm JonesDennes James, Dum<br>Richard Clemmer, NEC<br>ABC Sustaining<br>Drig Amateur Hr<br>Tu 10:00pmDum ABC<br>ABC<br>Sustaining<br>Sustaining<br>Dumm ABC<br>Sustaining<br>DarladDennes James, Dum<br>Richard Clemmer, NEC<br>ABC Sustaining<br>DorladDennes James, Dum<br>Richard Clemmer, NEC<br>Party Time<br>Su 9:00pm<br>NEC PhiceDennes James, Dum<br>Richard Clemmer, NEC<br>Dorlad<br>HutchinsHoward Barnes, Dum<br>Free Cee, NEC<br>Free Clews<br>Lee Coley, CBS<br>Free Clews<br>Free C                                                                 |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Oldsmobile I      | DP Brother  |                      |
| 0 K MotherM-F1:00pmDuMSterling DrugDencer,F&SDennts James, DuiOne Man's Family Sa7:30pmNBCSweetheart SoapDunne JonesRichard Clemmer,NBCOn TrialSu 8:000pmABCSustainingLen'n&MitchABC Put. Aff. Dept.Orig Amateur HrTu 10:00pmNBCSustainingLen'n&MitchABC Put. Aff. Dept.Paddy PelicanM-F5:15pmNBCSustainingFrom ChicagoParty TimeSu 9:00pmABCAmer Dairy AsemPullWiteman,ABCPerthouse PartyFr 10:00pmABCBest FoodsB&BLester LewisPeoples PlatinSu 9:00pmCBSChesterfieldCunn&WalshLee Cooley,C&WPhiloc Pl'nseSu 9:00pmNBCSun 0ilHewr,Og,Ben,MPrud'l Family ThrTu 8:00pmABCSun 0ilHewr,Og,Ben,MPrud'l Family ThrW 8:00pmABCSchlitz BeerY & AE. Peterson,Y&RPulltase Intze PltsSu 9:00pmABCSchlitz BeerY & AE. Peterson,Y&RPultase Intze PltsSu 9:00pmABCSchlitz BeerY & AE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                       | NBC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Camels V          | Nm. Esty    | Clarence Thoman, NBC |
| One Man's Family Sa 7:30pmNBCSweetheart SoapDuane JonesRichard Clemmer,NBCOn TrialSu 8:00pmABCSustainingABC Pub. Aff. Dept.Pridateur HrTi D:000pmNBCOld GoldLen'n&MitchReemack ProdsPandle Pete&Jen M-F5:15pmABCSustainingStepHen Hatos,NECParty TimeSu 9:00pmDuMArthur MurrayDorlandHoward Barnes,DorP WhitemanDen Clb Sa 8:00pmABCBest FoodsB&BLester LewisPeoples PlatfmSu 9:00pmDuMArthur MurrayDorlandHoward Barnes,DorPrilco Pl'hseSu 9:00pmDuMArthur MurrayLevalleyLeo Levine,CBSPro Footbl Hil'ts Fr630pmDSCHousehold Fin'coErwin,WaseyTransamericanPrud'l Family ThrTu 8:00pmABCSchlitz BeerY & RE. Peterson,Y&RPuits FrigornSu 9:00pmABCSchlitz BeerY & RE. Peterson,Y&RPrud'l Family ThrTu 8:00pmCBSFrom ChicagoFrom ChicagoRed GrangeTh 11:00pmABCSustainingFrom ChicagoRobt L ewisSu 9:00pmABCSustainingFrom ChicagoRugglesSu 9:00pmABCSustainingRobt. RaisbeckShow Goes onM-P 12:30pmDuMSustainingFrom ChicagoShow Goes onM-P 12:30pmABCSustainingSC&DShow Goes onM-P 12:30pmABCSustainingFrom ChicagoShow Goes on <td></td> <td>ABC</td> <td>Sustaining</td> <td></td> <td></td>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                       | ABC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Sustaining        |             |                      |
| On TrialSu 0:00pmABCSustainingABC Fub. Aff. Dept.Orig Amateur HrTu 10:00pmNBCOld GoldLen'n&MitchReemack ProdsPaddy FelicanM-F 5:15pmABCSustainingStepfen Hatos,NBCParty TimeSu 9:00pmDuMArthur MurrayDorlandHoward Barnes,DorParty TimeSu 9:00pmABCAmer Dairy AsenPaul Whiteman,ABCPeoples Flatfm5:35pmCBSChesterfieldCunn&WalshLee Cooley,C&WPhiloc Pl'hseSu 9:00pmNBCPhilcoHurthinsFred Coe,NBCPlainclothesmanWe 9:30pmABCSun 011Hews,0g,Ben,MPrud'l Family ThrTu 8:00pmCBSPrudentialCalkins&idd Don Davis,CBSPultzer Hize PlisSu 9:00pmABCSun 011Hew,0g,Ben,MPrud'l Family ThrTu 8:00pmCBSPrudentialCalkins&idd Don Davis,CBSPultzer Hize PlisSu 9:00pmABCSun 011Hew,0g,Ben,MPrud'l Family ThrTu 8:00pmCBSPrudentialCalkins&idd Don Davis,CBSCaliz KidsFr 8:00pmABCSustainingFrom ChicagoRobt Q LewisSu 9:00pmABCSustainingFrom ChicagoRobt Q LewisSu 9:00pmABCSustainingFrom ChicagoRobt Q LewisSu 9:00pmABCSustainingFrom ChicagoRobt Q LewisSu 9:00pmABCSustainingFrom ChicagoRobt Q LewisSu 9:00pmABCSustainingSust                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Sterling Drug I   | Dancer,F&S  |                      |
| Orig Amsteur HrTu 10:00pmNBCOld GoldLen'n&MitchReemack ProdsPandle Pete&lenM-F5:15pmABCSustainingFrom ChicagoPandle Pete&lenSu 9:00pmDuMArthur MurrayDorlandHoward Barnes, DorP WhitemanBen Clb SaB:00pmABCBest FoodsEwBLester LewisPenthouse PartyFr 10:00pmABCBest FoodsEwBLester LewisPerty ComoMWF 7:45pmCBSHousehold Fin'coLeValleyLeo Coley, CBWPhilco Pl'hseSu 9:00pmNBCPhilcoHutchinsFred Coe, NBCPaul Witteman, We 9:30pmDuMHarvesterErwin, WaseyTransamericanPro Footh Hil'tsSu 9:00pmABCSchlitz BeerY & RE. Peterson, Y&RQuit KidsFr 8:00pmABCSchlitz BeerY & RFrom ChicagoRobt ReisSu 11:00pmABCFlorsheimGordon BestFrom ChicagoRobt LewisSu 11:00pmABCSustainingRobt. RaisbeckRumpus RoomM-F 12:30pmDuMSustainingRobt. RaisbeckShowtime USASu 9:00pmABCSustainingRobt. RaisbeckShowtime USASu 9:00pmABCSustainingRobt. RaisbeckShowtime USASu 9:00pmABCSustainingRobt. RaisbeckShowtime USASu 9:00pmABCSustainingRobt. RaisbeckShowtime USASu 9:00pmABCSustainingSustainingShowtime USA <td>· · · · ·</td> <td></td> <td>Sweetheart Soap I</td> <td>Duane Jones</td> <td></td>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | · · · · ·                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Sweetheart Soap I | Duane Jones |                      |
| Paddy PelicanM-F5:15pmABCSustainingFrom ChicagoPanty TimeSu 9:00pmDuMAnthur MurrayDorlandStephen Hatos,NBCPenthouse PartyFr 10:00pmABCAmer Dairy AsanDorlandHoward Barnes,DorPenthouse PartyFr 10:00pmABCBest FoodsBEBLester LewisPeoples PlatfmSu 5:30pmCBSHousehold Fin'coLeValleyLeon Levine,CBSPerry ComoMWF 7:45pmCBSChesterfieldCunn&WalshLee Cooley,C&WPhilco PlinseSu 9:00pmNBCFhilcoHutchinsFred Coe,NBCPrud 'I Family ThrTu 8:00pmCBSFrudentialCalkins&HoldDon Davis,CBSPrud 'I Family ThrTu 8:00pmMBCShiltz BeerY & RE. Peterson,Y&RQuiz KidsFr 8:00pmMBCAlka-SeltzerWadeFrom ChicagoRobt Q LewisSu 9:00pmABCSustainingFrom ChicagoRobt Q LewisSu 9:00pmABCSustainingFrom ChicagoRugglesSu 9:00pmABCSustainingRobt. RaisbeckSat Nite-Mad SQGa 7:30pmCBSSustainingFrom ChicagoShow Goes OnTh 8:30pmCBSSustainingFrom ChicagoShow Goes OnTh 8:30pmCBSAmsafRaz,ColRecMacean-BericShow Goes OnTh 8:30pmCBSSustainingFrom ChicagoShow Goes OnTh 8:30pmCBSCarter FrodsSC&DShow Goes OnTh 8                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | -                 |             | _                    |
| Panhile Pete&Jen M-F5:15pmNECSustainingStephen Hatos,NECParty TimeSu 9:00pmApthur Murray<br>Arthur Murray<br>PetersenderDorlandHoward Barnes,Dor<br>Howard Barnes,DorPenthouse PartyFr 10:00pmABCBest FoodsB&ELester LewisPeoples PlatfmSu 5:30pmCBSHousehold Fin'ce<br>CBSLeValleyLeon Levine,CBSPerry ComoMWF 7:45pmCBSChesterfieldCunR&Walsh<br>HutchinsFred Coc,NBCPlanciothesmanWe 9:30pmABCSun 011Hew,0g,Ben,MPrud'1 Family Thr<br>Fultzer Prise PiteSu 9:00pmABCSun 011Hew,0g,Ben,MPrud'1 Family Thr<br>Fultzer Prise PiteSu 9:00pmABCSchlitz Beer<br>Lewis StrainingFred CociagoRed GrangeTh 11:00pmABCFlorsheimGordon BestFrom ChicagoRobt Q LewisSu 11:00pmABCSustainingFrom ChicagoRobt Q LewisSu 9:00pmABCSustainingFrom ChicagoRugglesSu 9:00pmABCSustainingFrom ChicagoSat 'day at ZooSa 11:00pmABCSustainingRobt. RaisbeckShowt me USASu 7:30pmDuMPremer FoodsFeckDon Blauhut,PeckSing It AgainSa 10:00pmCBSCarter ProdsSC&DLou's G. Cowan, pkgSing It AgainSa 10:00pmCBSCarter ProdsSC&DLou's G. Cowan, pkgShowt me USASu 7:30pmABCSustainingFrom ChicagoSalitir                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | -                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   | Len'n&Mitch | · · ·                |
| Party TimeSuS:00pmDuMArthur Muray<br>Amer Dairy AsmDorlandHoward Barnes,Dor<br>Paul Whiteman,ADCPenthouse PartyF1 0:00pmABCBest FoalsBEBLester LewisPeoples PlatfmSu5:30pmCBSHousehold Fin'ce<br>CBSLeValleyLeon Levine,CBSPerty ComoMWF 7:45pmCBSChesterfieldCunxWalshLee Cocley,C&WPhilco F1'hseSu9:30pmDuMHarvesterErwin,WaseyTransamericanPrud I Family ThrTH 8:30pmABCSun 011Hew 0g,Ben,MTransamericanPrud I Family ThrB:00pmMBCShiltz BeerY & RE. Peterson,Y&RQuiz KidsFr 8:00pmNBCAlka-SeitzerWadeFrom ChicagoRed GrangeTh 11:00pmABCSustainingFrom ChicagoFrom ChicagoRobt Q LewisSu 11:00pmCBSArnold BakersB & BFred Rickey,CBSRalgesSu 9:00pmABCSustainingFrom ChicagoFrom ChicagoRugglesSu 9:00pmABCSustainingFrom ChicagoFrom ChicagoSat Nite-Mad Sa G Sa 7:30pmDuMPremer FoodsBab20SustainingFrom ChicagoShow Time USASu 7:30pmBCSustainingSustainingFrom ChicagoShow Time USASu 7:30pmBCSustainingFrom ChicagoShow Time USASu 7:30pmBCSustainingSustainingShow Time USASu 7:30pmABCSustainingFro                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | -                 |             | -                    |
| P WittemanTben Clb Sa 8:00pmABCABCABC Datry AsenPaul Witteman,ABCPenthouse PartyFr 10:00pmABCBest FoodsB&BLester LewisPeoples PlatfmSu 5:30pmCBSRousehold Fin'ceLevalleyLeon Levine,CBSPerry ComoMWF7:45pmCBSChesterfieldCunn&WalshLee Cooley,C&WPhilico Pl'hseSu 9:00pmNBCPhileoHutchinsFred Coe,NBCPiainclothesmanWe 9:30pmDuM HarvesterErwin,WaseyTransamericanPro Footbl Hil'tsFr 8:30pmABCSun 011Hew,Og,Ben,MPrultzerMizePl'sSu 9:00pmABCSchiltz BeerY & RE. Peterson,Y&RQuiz KidsFr 8:00pmNBCAlka-SeltzerWadeFrom ChicagoRobt Q LewisSu 11:00pmCBSArnold BakersB & BFred Rickey,CBSRoller DerbyTu 10:00pm, ABCSustainingRobt, RaisbeckFrom ChicagoRumpus RoomM-F 12:30pmDuMPremier FoodsFeckDon Blauhut,PeckSat 'day at ZooSa 1:00amABCSustainingRobt, RaisbeckFrom ChicagoShowt Ges OnTh 8:30pmABCSustainingScatrer ProdsSC&DLouis G. Cowan, pkgJunglesSu 1:00pmCBSCarter ProdsSC&DLouis G. Cowan, pkgLouis G. Cowan, pkgSing It AgainSa 10:00pmCBSCarter ProdsSC&DLouis G. Cowan, pkgSing It AgainSa 10:00pmCBSSustainingFr                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | -                 |             |                      |
| Penthouse PartyFr10:00pmABCBest FoodsB&BLester LewisPeory ComoMWF7:45pmCBSHousehold Fin'coLevalleyLeo Levine,CBSPerry ComoMWF7:45pmCBSChesterfieldCunn&WalshLee Cooley,C&WPhiloo Pl'hseSu9:00pmNBCPhilcoHutchinsFred Coe,NBCPro Footbl Hil'tsFr8:30pmABCSun OllHew,0g,Ben,MPrud'l Family ThrTa 6:00pmCBSPrudentialCalkins&Hold Don Davis,CBSPulitzer Prize Pi'sSu9:00pmABCSchltz BeerY & RE. Peterson,Y&RRed GrangeTh 11:00pmABCFlorsheimGordon BestFrom ChicagoRhythm RodeoSu 8:00pmDuMSustainingFred Rickey,CBSRobl Q LewisSu 11:00pmCBSAmold BakersB & BFred Rickey,CBSRobl Q LewisSu 9:00pmABCSustainingFrom ChicagoRungus RoomMF 7:2:30pmDuMPremer FoodsScatiday at ZooSa 11:00amSat'day at ZooSa 11:00amABCSustainingRobt. RaisbeckShow Goes onTh 8:30pmCBSSustainingFrom ChicagoShow Goes onTh 8:30pmABCSustainingMatcasSing It AgainSa 10:00pmABCSustainingFrom ChicagoSmall Fry ClubM-F 6:45pmCBSSustainingFrom ChicagoSmall Fry ClubM-F 5:45pmABCSustainingFrom Chicago                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | · · · ·                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | •                 | Dorland     |                      |
| Peoples PlatfmSu 5:30pmCBSHousehold Fin'ce<br>EvaleyLevalleyLeon Levine,CBSPerry ComoMWF7:45pmCBSChesterfieldCunkWashLee Cooley,C&WPhiloc Pl'hseSu 9:00pmNBCPhilocHutchinsFred Coe,NBCProfootbl H1'ts Fr8:30pmDuMHarvesterErwin,WaseyTransamericanProfootbl H1'ts Fr8:30pmABCSun 0ilHew,0g,Ben,MPrud'l Family Thr10:00pmABCSchlitz BeerY & RE. Peterson,Y&RPulitzer Prize Pl'sSu 9:00pmABCSchlitz BeerY & RE. Peterson,Y&RRed GrangeTh 11:00pmABCFlorsheimGondo BestFrom ChicagoRobt Q LewisSu 11:00pmCBSArnold BakersB & BFred Rickey,CBSRoller DerbyTu 10:00pm,ABCBlatz BeerKas,Far,Ch,dlRungglesSu 9:00pmABCSustainingRobt. RaisbeckRumpus RoomM-F 12:30pmDuMPremer FoodsFeckDon Blauhut,FeckShow Goes OnTh 8:30pmABCSustainingSostainingSostainingSing It AgainSa 10:00pmABCSustainingSostainingLouky StainSit Or MissSu 8:30pmABCSustainingSockar, ColRecSing It AgainSa 10:00pmABCSustainingDancer,F&SSit Or MissSu 8:30pmABCSustainingSockar, ColRecSaphox TheaterSu 9:30pmABCSustainingBob Emer                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | •                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | •                 | 201         |                      |
| Perry ComoMWF7:45pmCBSChesterfieldCunn&WalshLee Cooley,C&WPhilco Pl'hseSu9:00pmNBCPhilcoHutchinsFred Coe,NECPlainclothesmanWe 9:30pmDuMHarvesterErwin,WaseyTransamericanPro Footbl Hil'tsFr 8:30pmABCSun OilHew,Og,Ben,MPrud'l Family ThrTu 8:00pmCBSFrudentialCalkIns&Hold Don Davis,CBSPulitzer Prize Pl'sSu 9:00pmABCSchitz BeerY & RE. Peterson,Y&RQuiz KidsFr 8:00pmNBCABCSchitz BeerWadeFrom ChicagoRed GrangeTh 11:00pmABCBlatz BeerKas,Far,Ch,GlRugglesSu 9:00pmABCSustainingSustainingRugglesSu 9:00pmABCSustainingRobt. RaisbeckSat Vite-Mad Sq G Sa 7:30pmDuMPremier FoodsSat'day at ZooSat Nite-Mad Sq G Sa 7:30pmCBSAmsafRaz,ColRecMathesSing It AgainSa 10:00pmCBSCarter ProdsSatcellingSit Or MissSu 8:30pmABCSustainingSustainingSongs for SaleSa 11:00pmCBSSustainingSustainingSpace CadetM-F 6:45pmCBSKellingHerb Moss,pkgrSharl CorollSa 6:30pmABCSustainingHerb Moss,pkgrSongs for SaleSa 11:00pmCBSSustainingHerb Moss,pkgrSpace CadetM-F 5:45pmABCSustainingFrom Hollywood <td>· · ·</td> <td></td> <td></td> <td></td> <td></td>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | · · ·                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |             |                      |
| Philoo Pl'hseSu9:00pmNBCPhilooHutchinsFred Coe,NBCPlainclothesmanWe9:30pmDuMHarvesterErwin,WaseyTransamericanPro Footbl Hil'tsFr8:00pmABCSun 0ilHew,0g,Ben,MCalkinskHold Don Davis,CBSPruditzer Prize Pl'sSu9:00pmABCSchlitz BeerY & RE. Peterson,Y&RGuiz KidsFr8:00pmNBCAlka-SeltzerWadeFrom ChicagoRed GrangeTh 11:00pmABCFlorsheimGordon BestFrom ChicagoRobt Q LewisSu 11:00pmCBSArnold BakersB & BFred Rickey,CBSRoller DerbyTu 10:00pm, ABCBlatz BeerKas,Far,Ch,61Rumpus RoomM-F 12:30pmDuMPremier ProdsBD&OSat Yite-Mad Sq G Sa7:30pmDuMPremier ProdsFrom ChicagoShow Goes OnTh 8:30pmCBSCarter ProdsSC&DLouky StrikeSing It AgainSa 10:00pmABCSustainingSC&DLouis G. Cowan, pkgSalif Y ClubM-F 6:00pmDuMCo-opSC&DLouis G. Cowan, pkgSang It AgainSa 11:00pmABCSustainingFrom ChicagoSongs for SaleSa 11:00pmABCSustainingFrom ChicagoSapace CadetM-F 6:45pmCBSSustainingFrom ChicagoSpace CadetM-F 6:45pmCBSSustainingHerb Moss,pkgrSpace CadetM-F 6:45pmCBSSustainingHerb Mos                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | -                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |             |                      |
| PlainclothesmanWe9:30pmDuMHarvesterErwin,WaseyTransamericanPro Footbl Hil'tsFr6:30pmABCSun 0ilHeavesterHew,0g,Ben,MPrud'l FamilyThrTu8:00pmCBSPrudentialCalkins&Hold Don Davis,CBSPulitzer Prize PrizeSu9:00pmABCSchlitz BeerY & RE. Peterson,Y&RQuiz KidsFr8:00pmABCFlorsheimGordon BestFrom ChicagoRed GrangeTh 11:00pmABCFlorsheimGordon BestFrom ChicagoRhythm RodeoSu 1:00pmCBSArnold BakersB & BFred Rickey,CBSRobt Q LewisSu 1:00pmCBSArnold BakersB & BFred Rickey,CBSRoller DerbyTu10:00pm,ABCBlatz BeerKas,Far,Ch,61ThugglesSu 9:00pmABCSustainingRobt. RaisbeckRumpus RoomM-F 12:30pmDuMPremier FoodsFrom ChicagoSat Wite-Mad Sq G Sa 7:30pmDuMDuMont TelesetsCamp-EwaldShow Goes OnTh 6:30pmCBSAusfRaz,ColRecMathesSing It AgainSa 10:00pmCBSSustainingFrom ChicagoSat Vite-Mad Su8:30pmABCSustainingBancer,F&SSit Or MissSu 8:30pmABCSustainingSisSamil Fry ClubM-F 6:00pmBaSustainingHerb Moss,pkgrSapabox TheaterSu 9:30pmABCSustainingHerb Moss,pkgrSpace Patrol<                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | •                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |             |                      |
| Pro Footbl Hil'ts Fr 8:30pmABCSun 011Hew, Og, Ben, MPrud'l Family ThrTu 8:00pmCBSPrudentialCalkins&Hold Don Davis, CBSPulitzer Prize Pl's Su 9:00pmABCSchlitz BeerY & RE. Peterson, Y&RQuiz KidsFr 8:00pmNBCAlka-SeltzerWadeFrom ChicagoRed GrangeTh 11:00pmABCFlorsheimGordon BestFrom ChicagoRobt Q LewisSu 11:00pmCBSArnold BakersB & BFred Rickey, CBSRoller DerbyTu 10:00pm,ABCSustainingFrom ChicagoRugglesSu 9:00pmABCSustainingRobt. RaisbeckRumpus RoomM-F 12:30pmDuMDuMont TelesetsFrom ChicagoShow Goes OnTh 8:30pmCBSCarter ProdsSSC&DLouis G. Cowan, pkgSing It AgainSa 10:00pmABCSustainingSSC&DLouis G. Cowan, pkgSmall Fry ClubM-F 6:00pmDuMCo-opButer BrownSSC&DLouis G. Cowan, pkgSing It AgainSa 11:00pmCBSSustainingFrom ChicagoBob EmerySit Or MissSu 8:30pmABCSustainingFrom ChicagoBob EmerySing It AgainSa 10:00pmCBSSustainingFrom ChicagoSoapbox TheaterSu 9:30pmABCSustainingFrom ChicagoSoapbox TheaterSu 9:30pmABCSustainingFrom ChicagoSoapbox TheaterSu 9:30pmABCSustainingFrom ChicagoSpac                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |             |                      |
| Prud'l Family ThrTu8:00pmCBSPrudentialCalkins&Hold Don Davis,CBSPulitzer Prize Pl'sSu9:00pmABCSchlitz BeerY & RE. Peterson,Y&RGuiz KidsFr8:00pmNBCAlka-SeltzerWadeFrom ChicagoRed GrangeTh 11:00pmABCFlorsheimGordon BestFrom ChicagoRobt Q LewisSu 11:00pmCBSArnold BakersB & BFred Rickey,CBSRoller DerbyTu 10:00pm, ABCBlatz BeerKas,Far,Ch,61Th 10:30pm&SustainingSustainingRobt. RaisbeckRugglesSu 9:00pmABCSustainingRobt. RaisbeckRumpus RoomM-F 12:30pmDuMPremier FoodsFrom ChicagoSat Nite-Mad Sq G Sa 7:30pmDuMPremier FoodsCamp-EwaldShow Goes OnTh 8:30pmCBSAmSafRaz,ColRecCamp-EwaldShow Goes OnTh 8:30pmCBSSustainingFrom ChicagoSing It AgainSa 10:00pmCBSSustainingFrom ChicagoSit Or MissSu 8:30pmABCSustainingFrom ChicagoSmall Fry ClubM-F 6:00pmDuMCo-opBathesSing It AgainSa 11:00pmCBSSustainingFrom ChicagoSongs for SaleSa 11:00pmCBSSustainingFrom ChicagoSongs for SaleSa 11:00pmCBSSustainingFrom ChicagoSpace CadetM-F 6:45pmCBSSustainingFrom ChicagoSpace CadetM-                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |             | 11.ansamer.1can      |
| Pulitzer Prize Pi's<br>Cuiz KidsSu9:00pm<br>FABCSchlitz Beer<br>Alka-SeltzerY & RE. Peterson,Y&RCuiz KidsFr8:00pmNBCAlka-SeltzerWadeFrom ChicagoRed GrangeTh 11:00pm<br>RobeABCFlorsheimGordon BestFrom ChicagoRhythm RodeoSu8:00pmDuMSustainingFrom ChicagoRobt Q LewisSu 11:00pm<br>Tu 10:00pm, ABCBlatz BeerKas,Far,Ch,61BaltBaltBeerKas,Far,Ch,61Th 10:30pm&<br>Sa 9:00pmSustainingRobt. RaisbeckRugglesSu 9:00pm<br>SustainingButainingRobt. RaisbeckRumpus RoomM-F 12:30pm<br>Sat Nite-Mad Sq G Sa 7:30pmDuMPremier Foods<br>SustainingRobt. RaisbeckShow Goes OnTh 6:30pmCBSAmSafRaz,ColRecMcCann-Eric<br>McCann-EricLester Gottlieb,CBSShow Goes OnTh 6:30pmCBSCarter Prods<br>SustainingSicel and the s<br>Bancer,F&SSicel and the s<br>Bancer,F&SSit Or MissSu 8:30pmABCSustaining<br>CoopmFrom Chicago<br>Bob EmerySmall Fry ClubM-F 6:00pmDuMCo-op<br>Bob EmeryFrom Chicago<br>Bob EmerySmall Fry ClubM-F 6:40pmCBSSustaining<br>SustainingFrom Chicago<br>Bob EmerySongs for SaleSa 11:00pmCBSSustaining<br>SustainingFrom Chicago<br>Bob EmerySpace CadetM-F 6:45pmCBSSustaining<br>Songs for SaleFrom Chicago<br>Bob EmerySpace Cadet <td< td=""><td></td><td></td><td></td><td></td><td>Don Davis CBS</td></td<>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |             | Don Davis CBS        |
| Gaiz KidsFr8:00pmNBCAlka-SeltzerWadeFrom ChicagoRed GrangeTh 11:00pmABCFlorsheimGordon BestFrom ChicagoRhythm RodeoSu 8:00pmDuMSustainingFrom ChicagoRobt Q LewisSu 11:00pmCBSArnold BakersB & BFred Rickey,CBSRoller DerbyTu 10:00pm, ABCBlatz BeerKas,Far,Ch,61Th 10:30pm&Lucky StrikeBBD&OSa 9:00pmSustainingRobt. RaisbeckRugglesSu 9:00pmABCSustainingRugglesSu 9:00pmABCSustainingRugglesSu 9:00pmABCSustainingRumpus RoomM-F 12:30pmDuMPremier FoodsSat'day at ZooSa 11:00amABCSustainingShow Goes OnTh 8:30pmCBSAmSafRaz,ColRecShowtime USASu 7:30pmDuMDuMont TelesetsShowtime USASu 7:30pmABCDodgeSit Or MissSu 8:30pmABCSustainingSit Or MissSu 8:30pmABCSustainingSit Or MissSu 8:30pmABCSustainingSongs for SaleSa 11:00pmCBSSustainingSongs for SaleSa 11:00pmCBSSustainingSpace CadetM-F 6:45pmCBSSustainingSpace CadetM-F 6:45pmCBSK & ESpace PatrolM-F 5:45pmABCSustainingSpace PatrolM-F 5:45pmABCSustainingSpa                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |             | -                    |
| Red GrangeTh 11:00pmABCFlorsheimGordon BestFrom ChicagoRhythm RodeoSu 8:00pmDuMSustainingFrom ChicagoFrom ChicagoRobt Q LewisSu 11:00pmCBSArnold BakersB & BFred Rickey,CBSRoller DerbyTu 10:00pm,ABCBlatz BeerKas,Far,Ch,61Th 10:30pm&Lucky StrikeBBD&OSa 9:00pmABCSustainingRobt. RaisbeckRugglesSu 9:00pmABCSustainingRobt. RaisbeckSat Vite-Mad Sq G Sa 7:30pmDuMPremier FoodsPeckDon Blauhut,PeckSat Nite-Mad Sq G Sa 7:30pmDuMDuMont TelesetsCamp-EwaldShow Goes OnTh 8:30pmCBSAmSafRaz,ColRecR & RShowtime USASu 7:30pmABCDodgeR & RSing It AgainSa 10:00pmCBSCarter ProdsSSC&DSit Or MissSu 8:30pmABCSustainingFrom ChicagoSmall Fry ClubM-F 6:00pmDuMCo-opBob EmerySmall Fry ClubM-F 6:30pmABCSustainingFrom ChicagoSongs for SaleSa 11:00pmCBSSustainingFrom ChicagoSpace CadetM-F 6:45pmCBSKelloggK & ECBSSpace PatrolM-F 5:45pmABCSustainingFrom HollywoodSpace PatrolM-F 5:45pmABCSustainingFrom HollywoodSpace ParadeWe 11:00pmCBSBond St. Tob.Cecil & PresStars over Hw                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |             |                      |
| Rhythm RodeoSu 8:00pmDuMSustainingFrom ChicagoRobt Q LewisSu 11:00pmCBSArnold BakersB & BFred Rickey,CBSRoller DerbyTu 10:00pm,<br>Th 10:30pm&<br>Sa 9:00pmABCBlatz Beer<br>Lucky StrikeKas,Far,Ch,01RugglesSu 9:00pmSustainingRobt. RaisbeckRumpus RoomM-F 12:30pmDuMPremier FoodsPeckDon Blauhut,PeckSat'day at ZooSa 11:00amABCSustainingRobt. RaisbeckFrom ChicagoSat Nite-Mad Sq G Sa 7:30pmDuMPremier FoodsPeckDon Blauhut,PeckFrom ChicagoShow Goes OnTh 8:30pmCBSAmSafRaz,ColRecMcCann-EricLester Gottlieb,CBSShowtime USASu 7:30pmABCDodgeR & RV. Freedley,ANTASing It AgainSa 10:00pmCBSCarter Prods<br>StarlingSustainingFrom ChicagoSit Or MissSu 8:30pmABCSustainingFrom ChicagoSmilin'Ed McConflSa 6:30pmNBCBuster BrownLec BurnettSoapbox TheaterSu 9:30pmABCSustainingHerb Moss,pkgrSpace CadetM-F 6:45pmCBSSustainingFrom HollywoodSpace CadetM-F 6:45pmCBSSustainingFrom HollywoodSpace CadetM-F 6:45pmCBSSustainingFrom HollywoodSpace PatrolM-F 5:45pmABCSustainingFrom HollywoodSpace PatrolM-F 5:45pmABCSustainingCoep                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |             |                      |
| Robt Q LewisSu 11:00pmCBSArnold BakersB & BFred Rickey,CBSRoller DerbyTu 10:00pm,<br>Th 10:30pm&<br>Sa 9:00pmABCBlatz Beer<br>Lucky Strike<br>SustainingBBD&0RugglesSu 9:00pmABCSustainingRobt. RaisbeckRumpus RoomM-F 12:30pmDuMPremier Foods<br>Sat'day at ZooRobt. RaisbeckSat Vite-Mad Sq G Sa 7:30pmDuMPremier Foods<br>Sat Nite-Mad Sq G Sa 7:30pmRumPeckDon Blauhut,Peck<br>From ChicagoShow Goes OnTh 8:30pmCBSAmSafRaz,ColRec<br>LudensMcCann-Eric<br>MathesLester Gottlieb,CBS<br>LudensShowtime USASu 7:30pmABCDodgeR & RV. Freedley,ANTA<br>Louis G. Cowan, pkg<br>LudensSit Or MissSu 8:30pmABCSustaining<br>Small Fry ClubM-F 6:00pmDuMCo-opSmall Fry ClubM-F 6:00pmDuMCo-opBob EmeryFrank FerrinSoapbox TheaterSu 9:30pmABCSustaining<br>SustainingHerb Moss,pkgrSpace CadetM-F 6:45pmCBSKelloggK & ECBSSpace PatrolM-F 5:45pmABCSustaining<br>Sborts ParadeFr 10:00pmCBSRevinitionSparts ParadeWe 11:00pmCBSRevinitionCecil & PresCoby Ruskin,MCA<br>Review Prods.Stars over HwoodWe 10:30pmNBCArmourFC&BReview Prods.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | -                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |             | •                    |
| Roller DerbyTu 10:00pm,<br>Th 10:30pm&<br>Sa 9:00pmABCBlatz Beer<br>Lucky Strike<br>SustainingKas,Far,Ch,61RugglesSu 9:00pmABCSustainingBBD&ORumpus RoomM-F 12:30pmDuMPremier Foods<br>SustainingRobt. Raisbeck<br>From ChicagoSat Nite-Mad Sq G Sa 7:30pmDuMPremier Foods<br>Sat Nite-Mad Sq G Sa 7:30pmRobt Raisbeck<br>From ChicagoShow Goes OnTh 8:30pmCBSAmSafRaz,ColRec<br>Showtime USARake R<br>Su 7:30pmV. Freedley,ANTA<br>Louis G. Cowan, pkg<br>LudensSing It AgainSa 10:00pmCBSCarter Prods<br>Sterling DrugSC&D<br>DuMLouis G. Cowan, pkg<br>Bob EmerySit Or MissSu 8:30pmABCSustaining<br>SustainingFrom Chicago<br>Bob EmerySing It AgainSa 11:00pmCBSSustaining<br>SustainingFrom Chicago                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | -                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   | B & B       | _                    |
| Th 10:30pm&<br>Sa 9:00pmLucky Strike<br>SustainingBBD&0RugglesSu 9:00pmABCSustainingRobt. RaisbeckRumpus RoomM-F 12:30pmDuMPremier FoodsPeckDon Blauhut,PeckSat 'day at ZooSa 11:00amABCSustainingFrom ChicagoSat Nite-Mad Sq G Sa 7:30pmDuMDuMont TelesetsCamp-EwaldShow Goes OnTh 8:30pmCBSAmSafRaz,ColRecMcCann-EricShow Goes OnTh 8:30pmCBSCarter ProdsSSC&DShow Ji AgainSa 10:00pmCBSCarter ProdsSSC&DSing It AgainSa 10:00pmCBSCarter ProdsSSC&DSit Or MissSu 8:30pmABCSustainingFrom ChicagoSmall Fry ClubM-F 6:00pmDuMCo-opBob EmerySmilin' Ed McConlSa 6:30pmNBCBuster BrownLeo BurnettSoapbox TheaterSu 9:30pmABCSustainingHerb Moss,pkgrSpace CadetM-F 6:45pmCBSSustainingFrom HollywoodSpace PatrolM-F 5:45pmABCSustainingFrom HollywoodSports ParadeWe 11:00pmCBSSelvinatorGeyer,N&GCoby Ruskin,MCAStars over HwoodWe 10:30pmNBCArmourFC&BReview Prods.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | · · · · · · · · · · · · · · · · · · · |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |             | •••                  |
| Sa9:00pmSustainingRugglesSu9:00pmABCSustainingRobt. RaisbeckRumpus RoomM-F 12:30pmDuMPremier FoodsPeckDon Blauhut, PeckSat'day at ZooSa 11:00amABCSustainingFrom ChicagoSat Nite-Mad Sq G Sa7:30pmDuMDuMont TelesetsCamp-EwaldShow Goes OnTh 8:30pmCBSAmSafRaz, ColRecMcCann-EricLester Gottlieb, CBSShow Goes OnTh 8:30pmABCDodgeR & RV. Freedley, ANTASing It AgainSa 10:00pmCBSCarter ProdsSSC&DLouis G. Cowan, pkgSing It AgainSa 10:00pmCBSCarter ProdsSSC&DLouis G. Cowan, pkgSit Or MissSu 8:30pmABCSustainingFrom ChicagoSmall Fry ClubM-F 6:00pmDuMCo-opBob EmerySmilin'Ed McConlSa 6:30pmABCSustainingFrom ChicagoSongs for SaleSa 11:00pmCBSSustainingHerb Moss, pkgrSpace CadetM-F 6:45pmCBSSustainingFrom HollywoodSpace PatrolM-F 5:45pmABCSustainingFrom HollywoodSpace FaradeWe 11:00pmCBSKelvinatorGeyer, N&GStars over HwoodWe 10:30pmNBCArmourFC&BReview Prods.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |             |                      |
| RugglesSu9:00pmABCSustainingRobt. RaisbeckRumpus RoomM-F 12:30pmDuMPremier FoodsPeckDon Blauhut, PeckSat'day at ZooSa 11:00amABCSustainingFrom ChicagoSat Nite-Mad Sq G Sa7:30pmDuMDuMont TelesetsCamp-EwaldShow Goes OnTh 8:30pmCBSAmSafRaz,ColRecR & RLester Gottlieb,CBSShowtime USASu7:30pmABCDodgeR & RLester Gottlieb,CBSSing It AgainSa 10:00pmCBSCarter ProdsSSC&DLouis G. Cowan, pkgSing It AgainSa 10:00pmCBSCarter ProdsSSC&DLouis G. Cowan, pkgSing It AgainSa 10:00pmCBSCarter ProdsSSC&DLouis G. Cowan, pkgSing It AgainSa 10:00pmCBSSustainingFrom ChicagoSit Or MissSu 8:30pmABCSustainingFrom ChicagoSmall Fry ClubM-F6:00pmDuMCo-opBob EmerySmilin'Ed McConlSa 6:30pmABCSustainingLeo BurnettSongs for SaleSa 11:00pmCBSSustainingHerb Moss,pkgrSpace CadetM-F6:45pmCBSKelloggK & ESpace PatrolM-F5:45pmABCSustainingFrom HollywoodSports ParadeWe 11:00pmCBSBond St. Tob.Cecil & PresStars over HwoodWe 10:30pmNBCArmourFC&BCobey Ruskin,MCAReview Prods.F                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | •                 |             |                      |
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| Star Time Tu 10:00pm Dum Food Stores Fr Bruck Robt. Wright, Dum                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |             |                      |
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| Stop The Music      | Th   | 8:00pm  | ABC | Admiral            | Kudner       | Louis G. Cowan        |
|                     |      |         |     | Old Gold           | Len'n&Mitch  |                       |
| Stork Club          | M-F  | 7:00pm  | CBS | Sustaining         |              | Abe Burrows, CBS      |
| Studio One          | Mo   | 10:00pm | CBS | Westinghouse       | McCann-Eric  | Worthington Miner     |
| Super Circus        | Su   | 5:00pm  | ABC | Canada Dry         | Mathes       | Phil Patton, ABC, Chi |
|                     |      |         |     | Peters Shoes       | Henri,H&McD  |                       |
|                     |      |         |     | M & M Ltd          | Wm. Esty     |                       |
| Sure as Fate        | Tu   | 8:00pm  | CBS | Sustaining         |              | Jerry Danzig, CES     |
| •                   | M-F  | 1:45pm  | DuM | Sustaining         |              | DuMont                |
| Suspense            | Tu   | 9:30pm  | CBS | Auto-Lite          | Cecil & Pres | Robt. Stevens, CBS    |
| Take A Chance       |      | 10:30pm | NBC | Nestle             | Cecil & Pres | Ted Ashley, pkgr      |
| Talent Scouts       | Mo   | 8:30pm  | CBS | Lipton             | Y & R        | Jack Carney, CBS      |
| Teller of Tales     | We   | 9:00pm  | CBS | Bymart             | Cecil & Pres | Neptune Prods         |
| Texaco Star Th'r    | Tu   | 8:00pm  | NBC | Texaco             | Kudner       | Ed Cashman, Kudner    |
| Think Fast          | Su   | 7:00pm  | ABC | Sustaining         |              | Robt. Jennings        |
| This Is Show Biz    | Su   | 7:30pm  | CBS | Lucky Strike       | BBD&O        | Irv. Mansfield, CBS   |
| This Wk in Revue    | Sa   | 6:15pm  | CBS | Sustaining         |              | Don Hewitt, CBS       |
| Thru Wendy's Window | r Sa | 5:45pm  | NBC | Alsco              | Dubin        | Martin Goodman, pkgr  |
| Toast of Town       | Su   | 8:00pm  | CBS | Lincoln-Mercury    | K & E        | Marlo Lewis, CBS      |
| Treas Men in Actn   | Mo   | 8:00pm  | ABC | Chrysler           | McCann-Eric  | Bernard Prockter, pkg |
| Truth or Conseq     | Th   | 10:00pm | CBS | Philip Morris      | Biow         | Ralph Edwards, Blow   |
| Twenty Questions    | Fr   | 8:00pm  | ABC | Ronson             | Grey         | Fred Vandeventer      |
| Vanity Fair         | M-F  | 4:30pm  | CBS | Partic.            |              | Frances Buss, CBS     |
| Vaughn Monroe       | Tu   | 9:00pm  | CBS | Camels             | Wm. Esty     | Don Appell, Esty      |
| Versatile Var       | Fr   | 9:COpm  | NBC | Bonafide Mills     | Gibraltar    | Basch Prods           |
| Voice/Firestone     | Mo   | 8:30pm  | NBC | Firestone          | Sweeney&J    | Chas Polacheck,NBC    |
| The Web             | We   | 9:30pm  | CBS | Embassy Cig        | Geyer,N&G    | Goudson-Todman, pkgr  |
| We, The People      | Fr   | 8:30pm  | NBC | Gulf Oil           | Y & R        | Jim Sheldon, Y&R      |
| What"s My Line      | We   | 9:00pm  | CBS | Stopette           | Earle Ludgin | Goodson-Todman, pkgr  |
| What's My Name      | Mo   | 8:00pm  | NBC | Speidel            | SSC&B        | Louis G. Cowan        |
| Who Said That       | Mo   | 10:30pm | NBC | 60-0p              |              | Clarence Thoman, NBC  |
| Wrestling           | Mo   | 10:00pm | DuM | Co-op              |              |                       |
|                     | We   | 10:00pm | ABC | Sustaining         |              |                       |
| You Bet Your Life   | Th   | 8:00pm  | NBC | De Soto            | BBD&O        | John Guedel           |
| Your Show/Shows     | Sa   | 9:00pm  | NBC | Snow Crop          | Maxon        | Max Liebman, pkgr     |
|                     |      |         |     | Crosley            | B & B        |                       |
| Youth on March      | Su   | 10:30pm | ABC | Yng Peop Church    | JM Camp      | From Phila.           |
| Zoo Parade          | Su   | 4:30pm  | NBC | Quaker Oats        | R & R        | From Chicago          |
|                     |      |         |     | ADD                |              |                       |
| The Erwins          | Sa   | 7:30pm  | ABC | GM Flour, Wheaties | D-F-S        | Roland Reed Films     |
| Studs' Place        |      | 10:30pm | ABC | Co-op              |              | Studs Terkel, ABC     |
| P. Whiteman Revue   |      |         | ABC | Goodyear Rub'r     | Y & R        |                       |

### PROGRAMMING REPORTS TO COVER COMMERCIALS TOO A VARIETY OF SURVEYS SCHEDULED

Future publishing schedules call for incorporation of our Commercials Reports - formerly issued as part of a separate service - into the overall ROSS REPORTS ON TELEVISION. Commercials Surveys will be conducted from time to time as a special feature of our usual monthly survey report. Subscribers to the now-defunct Commercials Service have been receiving our regular weekly issues for the past two months. They may now subscribe to the overall report at \$5 per month. Pre-paid Commercials subscriptions will be credited to the overall subscription. Other surveys scheduled for Monthly Issues include: Program Costs & Budgets....Film For TV....Complete Analysis of all Network Programs...Talent Credits & Fees...Packages Available, and more.

|                                          | Cash -                                | a new contract                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 245   | A                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
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| ICAN INCOMENT                            |                                       | 24-                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |       | 1000                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Louis d. Jonan                           |                                       | Laurent.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |       | TO 51000                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Contraction of the second                | NAL DESCRIPTION                       | GLOU DED                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |       | and the second second                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
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| TATTO MATERN STORT                       | and some form                         | NUMBER OF TAXABLE PARTY.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | -     | BUCK OF THE                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
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| - 16 J 10 (74)                           | 01/15                                 | carri.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 1     |                                          | availabilit in the                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
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| man and a second state                   |                                       | FIAME BUTHE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 100   |                                          | 1 strange - strange                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 790,011                                  |                                       | 1. A. A.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |       |                                          | THATTERS LOCATE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| The second second                        | · · · · · · · · · · · · · · · · · · · |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | ~     | Contraction in the                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
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| · 51 6 7                                 | 100 A.S. (100 - 100)                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 12.   | -                                        | SAY ALL PROPERTY.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| surf formerigation                       | And the second                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |       | 1                                        | and a off The set                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
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| 2. I M THE COMM                          |                                       | a shirty or                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |       |                                          | and the second                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| $(1, 0, 0) \in [0, 0, 1]$                |                                       | \ <sup>(.</sup>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 3     |                                          | tradic in state den<br>nation (g_tradic den<br>134                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
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| 1.01.01.025                              |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |       |                                          | The more and                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| - /or or 7 125                           |                                       | And must                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |       |                                          | and the second second                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| outon soins                              |                                       | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |       |                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Sellin poy                               |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 24    |                                          | And the second second                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|                                          |                                       | 1916 From                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       | 61 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - | And And And                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| *<br>**                                  |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |       | •                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| server in here is                        |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |       |                                          | the state of the s |
| The second second                        | $\mathcal{L}^{2}$                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |       | - 2012 - T                               | 85445 "silves                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|                                          | E                                     | where the free to                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 222   |                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| · · · · · · · · · · · · · · · · · · ·    | . *                                   | 1<br>14 10 10 10 10                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |       |                                          | and the second se                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

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| 1                                             | VOL. NO.           | DATE             |                                          | VOL. NO.                              | DATE                                  |
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| ADVERTISING AGENCIES:                         |                    |                  | PACKAGERS:                               |                                       |                                       |
| Agencies & Programs                           | 1 8-F              | Nov 49           | Package Survey                           | 2 5                                   | Jul 50                                |
| Agencies & Programs                           | 2 3-A              | May 50           | Archer (Film Com'ls)                     | 1 10-A                                | Jan 50                                |
| Agency TV Heads                               | 1 5-A              | Jul 49           | Jerry Fairbanks                          | 1 9-B                                 | Dec 49                                |
| Agency TV Heads                               | 2 1-B              | Mar 50           | Goodson-Todman                           | 2 1-0                                 | · · · · · · · · · · · · · · · · · · · |
| Benton & Bowles                               | 1 10-D             | Feb 50           | West Hooker                              | 1 1-A                                 |                                       |
| Campbell-Ewald                                | 1 2-B              | Apr 49           | Martin Stone                             | 1 8-A                                 |                                       |
| Cecil & Presbrey<br>Moss Associates           | 2 6-B<br>2 1-B     | Aug 50           | TOP Productions                          | 1 2-B                                 | · · · · · · · · · · · · · · · · · · · |
| Newell-Emmett                                 | 2 1-B<br>1 1-C     | Mar 50           | Noel Wesley                              | 1 2-0                                 | · · · · · · · · · · · · · · · · · · · |
| J. Walter Thompson                            | Sample             | Mar 49<br>Feb 49 | World Video                              | Sample                                | Feb 49                                |
| William Esty                                  | 2 3-A              |                  | PACKAGES AVAILABLE:                      | Semple                                | Feb 49                                |
| Young & Rubicam                               | 1 3-C              | Jun 49           | TACAAGES AVAILADLE.                      | Sample                                |                                       |
|                                               | - ) 0              |                  |                                          | 1 3-B                                 |                                       |
| CABLE STORIES:                                |                    |                  |                                          | 1 5-0                                 |                                       |
|                                               |                    |                  |                                          | 1 8-A                                 |                                       |
| Allocations                                   | 1 5-0              | Jul 49           |                                          | 1 9-B                                 |                                       |
| Chicago Shows-ABC                             | 1 4-C              | Jul 49           |                                          | 2 1-0                                 | -                                     |
| COMPARATO DEDODING                            | 7 0                | On the           |                                          | 2 5                                   | Jul 50                                |
| COMMERCIALS REPORTS:                          | 1 8<br>Special     | Oct 49           |                                          |                                       |                                       |
|                                               | Special<br>Special | Apr 50<br>Jun 50 | PROGRAMS ON THE AIR:                     | 15                                    | Jul 49                                |
|                                               | Special            |                  | (Credits and data on                     | 1 7                                   | Sep 49                                |
| DIRECTORY ISSUE:                              | 2 7                | Sep 50           | all shows)                               | 1 10                                  | Dec 49                                |
|                                               | <b>– i</b>         |                  |                                          | 2 1                                   | Feb 50                                |
| FILMS FOR TELEVISION:                         | 1 10               | Jan 50           |                                          | 2427                                  | Jun 50                                |
|                                               |                    |                  |                                          | <i>C</i>                              | Sep 50                                |
| FIRSTS:                                       |                    |                  | PROGRAM: COSTS, BUDGETS:                 | 16                                    | Aug 49                                |
| lst Talent Showsheet                          | 1 4-A              | Jun 49           |                                          | 2 2                                   | Mar 50                                |
| lst News Digest                               | 1 3-A              | May 49           |                                          |                                       |                                       |
| New Format                                    | 1 4-B              | Jun 49           | PROGRAMMING TRENDS:                      |                                       |                                       |
| New Format<br>1st H'wood Report               | 1 8-0              | Oct 49           | Early 1949                               | 1 1-A                                 | Mar 49                                |
| -                                             |                    | -                | Film Study in NYC                        |                                       | Mar 49                                |
| NEWS COVERAGE:                                | 2 4-A              | Jun 50           | Spring 1949                              |                                       | Apr 49                                |
|                                               |                    |                  | End of Cycle                             | 1 3-0                                 |                                       |
| NETWORKS & STATIONS:                          |                    |                  | Pulse 6 Month Study                      | · · · · · · · · · · · · · · · · · · · | Jul 49                                |
| ADG Marra Demostration                        | Commle             | The ho           | The Giveaway Trend                       | 1 4-A                                 |                                       |
| ABC News Department                           |                    |                  | Summer 1949                              | 1 5-0                                 | Jul 49                                |
| Daytime Programming<br>88 Stations On The Air |                    | Nov 49           | Fall 1949                                | 1 9-A                                 | Dec 49                                |
| 104 Stations " " "                            | 2 3-B              | May 50           | End of Cycle                             | 2 4-E                                 | Jun 50                                |
| Network Personnel                             | 1 1-0              | Mar 49           |                                          |                                       |                                       |
| ti ti                                         | 1 4-B              | -                | PUBLICITY:                               | 2 5-0                                 | Jul 50                                |
| 17 11                                         | 1 8-B              |                  |                                          |                                       |                                       |
| 17 11                                         |                    | Jan 50           | RATINGS:                                 | 2 7-1                                 | Sep 50                                |
| 17 11                                         | 2 4-0              |                  |                                          |                                       |                                       |
| NYC Local Operations                          |                    | Apr 50           | SPONSORS:                                |                                       |                                       |
| Southern Stations                             | 2 1-A              |                  | Auto Campaigns of 1950                   | 1 10-4                                | Jan 50                                |
| WBZ-TV Boston                                 | Sample             |                  | Auto Campaigns of 1950<br>Hofstra Study  |                                       | Jul 50                                |
| WBKB Chicago                                  |                    | Apr 49           | Sponsored Programs                       | 1 3-1                                 | May 49                                |
| WCBS-TV New York                              | •••                |                  | Sponsored Programs<br>RadioNot Yet on TV | 1 10-1                                | ) Feb 50                              |
| WDTV Pittsburgh                               |                    | Dec 49           | Mail Order Television                    |                                       |                                       |
| WFIL-TV Philadelphia                          |                    | Nov 49           |                                          |                                       |                                       |
| WMAR-TV Baltimore                             | 2 <b>3-B</b>       |                  | STATION REPRESENTATIVES:                 | 1 8-I                                 | E Nov 49                              |
| WMCT Memphis<br>WOR-TV New York               |                    | Mar 50<br>Oct 49 | SUMMER SPORTS:                           | 26                                    | Aug 50                                |
| HOT-IA HOW TOLK                               | T 0-D              |                  | Bohnar Brotrab.                          |                                       |                                       |

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|                                          | Optime reserves                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | an - mining and                                                                                                  |                           |
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|                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                  |                           |
| Los starts                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 1. 1                                                                                                             |                           |
|                                          | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | and the second | ALTER ALLERING            |
| 10 To 1                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 100 201 (                                                                                                        | Approximate a stationage  |
|                                          | and the mark of the second                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                  | Attack Local Views        |
|                                          | BRIDE PLATE AND                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                  |                           |
| 1 100 T+1 B                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 1 1.51 May 100                                                                                                   | 1/1-5 17 100              |
|                                          | 1+1-                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | The second                                                                                                       | a constraint de dectamin  |
| Chinese and Chi                          | Contract of the second                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | The set and in                                                                                                   | Manufacture Constant      |
| 1 - 2 - I                                | and had                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                  | The state of the          |
| H Dit suppli                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | TH AND DOC D                                                                                                     |                           |
| 4                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                  | any mental strategy and   |
| in and arbitrary                         | ALL MARCELETEN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | is the second                                                                                                    | THE STATE                 |
|                                          | · ·                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                  | see only 1 miles          |
|                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                  |                           |
|                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                  |                           |
| 14 - 5 - 2 - D                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 1-1 L.                                                                                                           |                           |
| 2 10 100 10                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | think both in                                                                                                    |                           |
| DE 494 2. 0                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                  | Land Lalls The            |
|                                          | · · · · ·                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | the star in the second                                                                                           |                           |
| V MC                                     | CARD AL STOR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                  |                           |
|                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                  | •                         |
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| 14 gen 1 1 2                             | COPIE AND ADDR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                  | N 7                       |
| n an |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                  |                           |
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|                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Wall by T                                                                                                        | named and                 |
| the set that is                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                  | A second second second    |
| C I I I I                                | THE OL AND ADDRESS OF THE OWNER.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                  |                           |
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| 00 mC 2-C D                              | all and the second                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                  |                           |
| A COL ALL C                              | parts arrest to real                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | · · · · · · · · · · · · · · · · · · ·                                                                            | 111-00-11                 |
|                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 12 - 12                                                                                                          |                           |
| the mail start in                        | And                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | in the bar of                                                                                                    | The Reservant's second to |
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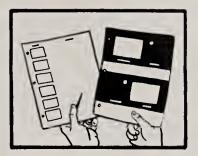
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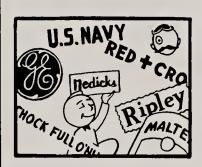
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